

On This Side
Of The Sun

By Phat

If there's anything that can make a fellow feel good and give him that glow, it's to know that people are aware of what he's trying to do. . . . Therefore, the scores of letters which have been pouring into The Sun office the past two weeks have been most heartening. . . . They were all attuned to the one theme: appreciation of the fact that The Sun has always been for the best interest of Palm Springs. . . . And, since that has been the ambition of The Sun ever since it got going in 1927, recognition of that goal is most gratifying. . . . The Sun's policy in all these years can be summed up in one simple sentence: "For Palm Springs, the foremost desert resort."

THE MAIL this week has been terrific. . . . Most of it, of course, devoted to telling us in nice words that we and the Village have grown up hand in hand. . . . It's a good thing I don't wear a hat. I couldn't get it on today after reading all of the kind things written. . . . A lot of the mail, however, concerned my double-barreled campaign, currently on for a Siesta hour and the return of benches to the sidewalks of Palm Canyon drive. . . . Both of these have attracted much comment, some good and some, well, let's say, on the negative side.

SIESTA HOUR brought a favorable response from Al E. Hoover, away up in the Mammoth Lake region. "I'm enjoying a Siesta hour each day and am for them all through the season," he wrote and added, "and mine up here are under blankets, three, that is." . . . That's all right. I reached for a sheet last night. . . . Mrs. Frank Selvetella, on the other hand, said: "Drat you and your Siesta hour. I come up town at noon and everyone I want to see is napping!" . . . Clint Jones of KCMJ joined the Siesta hour faction today. "Starting next Monday," he said, "Radio KCMJ is going to put on a program of soothing music, conducive to sleep, from 1 to 1:15 each day from Monday through Friday." . . . Well, maybe I'll go with him and compromise on a five-day Siesta plan.

BENCHES on the Drive also took up a part of the mail this week. . . . "Dear Phat: Please return your campaign for the return of benches on Palm Canyon drive. I have arthritis and need to rest between the stores." That from M. S. S., now at Long Beach. . . . "It's apparent from your column that you like dogs. Well, mine get awfully tired ramping up the drive on a hot day. Let's have benches," postcards J.G.M. . . . "That letter you had last week about respectable people, not bums, sitting on the benches is what I think. If they're bums, Gus Kettmann and his efficient aides could handle the situation," was the text of another card. . . . So there you are.

MUSIC department notes: "To Each His Own" was only No. 4 on the Hit Parade last week but on other record broadcasts it was No. 1. And will be on the Hit Parade soon. . . . A Los Angeles radio station a few weeks ago asked its listeners to send in their choice of an all-time top record and last Sunday played the first five numbers listed. And I've got all of them. . . . Smirking on the outside but worried on the inside was the way I felt when I found this note in girlish handwriting on my typewriter Wednesday: "Phat, Where did you learn to love. It couldn't be true." Then I learned that these were the names of two new Guy Lombardo tunes and the young lady at the radio shop who keeps track of all Lombardo disks for me, was just telling me she had 'em. . . . Reminds me that years ago, the proprietor of a record shop yelled across 200-yard-wide Euclid avenue in Ontario at me: "Phat, have a record you'll like. 'Merry Widow Waltz' and 'Kiss Me Again' on the other side."

THE VILLAGE is a great place in August. . . . Was hotter last week-end in Los Angeles than have been here. . . . On the other hand, people away from here on vacation keep sending postcards saying how much cooler they feel after reading the local temperature records in The Sun. . . . From Minneapolis comes a card: "Want some of that P.S. weather. Was 32 here the other day. Whaddya mean, three blankets. I need six." . . . "Is there any law about wearing apparel for men here?" comes another query. "Men really ought to wear shirts when going into cafes." . . . And thanks to Ida Keeney for that beautiful bouquet of flowers she sent last Friday, the real anniversary of The Sun. . . . And Tom Holland tells me: "So, you're starting your 20th year. Well, we're 32 years old and have never closed our doors, no matter how hot. We've stayed on the job to serve the Village, just like you've never missed a publication day." . . . Police put in hours each night prowling the town to see if any merchants have left doors or windows open. The other night they found a city hall window open. . . . To Mrs. G. "Bring back those two ash trays. Cigarettes dropped a cent this week. I'll need all 11 of them and will try to hit at least two."

AND THANKS again for all those kind words. . . . Makes me and all the staff feel humbly grateful.



Anniversary Edition of The Desert Sun



Dedicated to the GROWTH, DEVELOPMENT and CONSTANT IMPROVEMENT of AMERICA'S FOREMOST DESERT RESORT

Vol. XX—No. 2

40 Pages

Friday, August 16, 1946, to Friday, August 23, 1946

5 Sections

\$3.00 Per Year—Single Copy 10c

Upper Palm Canyon Swept by Flames

Press-Radio Affiliation to Boost Village

Desert Sun Joins Forces With KCMJ "For Palm Springs"

A mutual affiliation between two great means of mass communication—newspaper and radio—is a fitting climax for this anniversary week for The Desert Sun, and the six months anniversary of Palm Springs' own radio station, KCMJ.

Effective immediately, The Desert Sun and the Palm Springs Broadcasting company, co-owned by Don McBain and Dick Joy, join forces for the basic purpose of promoting and publicizing all local civic and other events of public interest, and for the betterment of the Village.

KCMJ immediately will support The Sun in its current cleanup campaign for the Palm Springs area, similar to the way in which the local broadcasting station, and its affiliated national network—CBS—aided the recent, highly successful food collection campaign spearheaded by this newspaper.

The Sun, in turn, will cooperate with the station in the many public service campaigns it is now planning for the coming season, just as this newspaper in the past week gave prominent picture and story coverage to the Red Cross-Municipal Swimming Pool classes, arranged for broadcast by KCMJ direct from the Frank Cutler estate.

As it has in the past, The Sun will continue to feature the daily and weekly program logs of RadiOasis KCMJ, for the convenience of Palm Springs listeners. The log is to appear in each edition, and readers are reminded to retain The Sun and the appropriate page throughout each week.

"Full cooperation between Palm Springs' leading newspaper and own radio station," remarks Clinton Jones, KCMJ general manager "is just one of the many signs that the Village is preparing for the greatest season it has ever experienced."

"Village leaders are assured, by means of this mutual affiliation, of complete promotional coverage for the many events which make Palm Springs America's foremost desert resort."

Civic and commercial aspects of the affiliation were discussed in detail this week by Don McCracken. See PRESS-RADIO, Page 8

Al Wertheimer Home Menaced by Flames

Fire destroyed the interior of the maid's room of the Al Wertheimer residence at 356 Ridge Road yesterday evening. Origin of the fire was unknown. A cement wall that separated the room from the rest of the house saved the rest of the premises, the fire fighters reported.

In Person

J. Edgar Hoover Here Just to Read, Eat

Strolling inconspicuously down Palm Canyon drive Tuesday noon was J. Edgar Hoover, famous head of the Federal Bureau of Investigation. Espied by a Desert Sun reporter he was asked the following questions: "Mr. Hoover, is your stay in Palm Springs going to last long?" "About one hour," was the reply. "Just passing through." "From where and to where, Sir?" "From down south a way to Los Angeles," was the second reply. "Do you have a story that can be published regarding your trip, Mr. Hoover?" "None." "Whereupon Mr. Hoover picked a magazine off the newsstand in front of the Palm Springs Drug and Import company, thanked the reporter for his interest and proceeded into the store where he found a seat at the crowded lunch counter.

Palm Springs New Hotel Going Up

Palm Springs is leading all the small cities of California in the way of improvements and additions to existing hotels as well as in the construction of a new hotel. The magnificent hotel, estimated to cost \$1,000,000, is now under way. It is estimated that there will be no less than 100 rooms in the new hotel.

STATE OFFERS EXAMPLE OF FLOOD PROTECTION

The State of California is to make a concrete example of flood protection in the San Jacinto Mountains. The State is now planning to build a dam on the San Jacinto River, which will protect the area from flooding.

Twenty years ago Sullivan was in charge of the Santa Fe. He is now in charge of the Santa Fe. He is now in charge of the Santa Fe. He is now in charge of the Santa Fe.

SHORT SPANISH ALMOND CROP IS EXPECTED

United States Department of Agriculture says: "The almond crop of the United States is expected to be about one fourth less than the crop of last year, which was the largest in the history of the industry."

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

Supervisors Johnson, Jameson and McGowan, together with Riverside chamber of commerce representatives, today met to discuss the importance of the development of this important industry.

AT A MEETING

Heavy cooperation was offered by the members of the California Development Association held at Los Angeles, July 25. Riverside county officials and chambers of commerce representatives, according to Ted Mahan, secretary of the Blythe chamber of commerce.

The Desert Sun

Of Palm Springs, California

Palm Springs, California, Friday, August 5, 1927.

EDITORIAL

In presenting the initial issue of The Desert Sun for public approval, the publishers feel that they are but co-operating in the spirit of optimism which is sweeping the country for the future of Palm Springs. That this remarkable winter resort is in line for still greater development and extensive progress is not to be denied. To have a part in making this development possible, and to make the dreams of Palm Springs people come true, will be the mission of The Desert Sun.

Today Palm Springs is world-renowned. Its charm in winter is such as to challenge the attention of travelers, who, having sought the most attractive places in the lanes of travel, are accustomed to come to Palm Springs here to find the place of rest for mind and body.

The industrial expansion of Palm Springs is attracting the attention of capitalists and home-seekers. The immense hotel program is going over the top and nothing short of a million dollars in improvements will be recorded for this village this year. The situation is one to impress and please. It marks a new stride in Palm Springs development.

The desert is no longer heard while the tourist is on every hand. Real estate values are certain to mount to higher figures. The improvement of the town by leaders in the industrial world will attract still greater capital and industry. Palm Springs is the home of men of international fame. What more convincing argument could be made for this place?

The Desert Sun appears today in its initial form in order that the paper may become well established by the beginning of the tourist season. It will appear every Friday and with the height of the tourist business the size and scope of this newspaper will be greatly enlarged.

The Desert Sun desires to co-operate with all who have faith in Palm Springs and it solicits the patronage of the local people.

JOHNSON & BARKOW

The Publishers

SEND IN THE NEWS

The Desert Sun wishes to print all the news of Palm Springs. This can be made possible by the cooperation of Palm Springs' living here and by those who are absent on their vacations.

Just jot down a few items and sign your name (not for publication) and the news will appear in The Desert Sun. Address all communications to The Desert Sun, Banning, Calif. as Banning will be office headquarters for The Desert Sun for a short time while arrangements are being perfected for the opening of permanent offices at Palm Springs.

Palm Springs is considered the finest winter resort in the west, but judging from the number of people here this summer, it might almost be called a summer resort, also. The town is filled with workmen and skilled artisans, who are busy in perfecting the great improvement program. Many of these people will become permanent residents, because Palm Springs development will keep them busy.

The Federal Government concluded its fiscal year, June 30th, with the greatest surplus and the second largest annual reduction of its public debt in the history of the nation. Looks like a big year for Palm Springs—With Uncle Sam leading off like that!

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Appeal to the Superior Court of the District of Columbia, filed July 25, 1946, by the Riverside County Chamber of Commerce, et al., against the proposed Palm Springs National Park, is being heard by the court.

Telephone System For Palm Springs

Palm Springs is to have a modern telephone system. This fastest growing town in the world is practically without service and during the rush of the last tourist season only a few telephones were available. The construction of a new system is being planned by the Palm Springs Telephone Company. The system will be a modern one, with direct connections to the main trunk lines of the Southern California Telephone Company. The system will be a modern one, with direct connections to the main trunk lines of the Southern California Telephone Company.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

THE SOUTHERN HOME PHONE COMPANY last winter considered the matter of telephone improvement here and their deliberations are to bear fruit. Men in the employ of the Telephone Company have been at work on the project during the past week. They are installing a new switchboard and exchange for the convenience of the local subscribers. Connection with outside points will be made for the subscribers by means of the new switchboard.

350 Trees Destroyed in Sunday Fire

Blaze Devastates Area Above Region Burned Out Before

Approximately 350 trees including some of the stately palms growing in upper Palm canyon were destroyed by fire last weekend.

According to the state forestry fire department at Beaumont the fire was ignited by lightning and was first discovered at 3:30 p.m. The blaze was extinguished finally sometime Monday afternoon and at 4 p.m. of that day the firefighters departed.

MANY FIGHT BLAZE

The firefighting crews consisted of ten Indians from the Morongo Valley reservation, two from the reservation here and three from San Jacinto. These were in addition to the assistance given by the Cathedral City county fire department and the Beaumont state fire department. Portable fire fighting equipment had to be used because the fire truck could not reach the immediate scene of the blaze which was one-half mile above the near road.

Beaumont firefighters reported that the blaze in the canyon turned that area into a veritable furnace.

ABOVE OTHER FIRE

Last Sunday's fire was about a mile higher than the disastrous blaze of 1939. That fire swept up the bench and destroyed buildings there and valuable souvenir stock besides scores of beautiful palms. Last week-end's blaze was farther up the canyon and not on Indian land.

The trees burned in the blaze of 1939 have all resumed their former beauty and it is expected the 350 trees swept by last week-end's blaze will also come back.

Desert Retreat Threatened by Evening Blaze

Fire Tuesday night at 7:48 threatened the extensive Desert Retreat, 580 North Indian avenue, but was confined to the cottage where it started, with an estimated loss of \$2500.

The Desert Retreat is owned by Harold Hirsh. During the war it was leased to the government as a war housing project.

The fire started in a waste basket in the cottage. Two of the principal losers, besides the Desert Retreat, were Paul Aldrich and Ray Lockwood, working on the place preparing for the new season. Because of the heat, they asked permission to work in shorts which was granted, and they had their clothes in the cottage which was burned. They retrieved some but not all.

The fire department fought the blaze for 45 minutes, sending two trucks to the scene to prevent the spread of the blaze to other buildings. Mrs. Mary McMurray is manager of the resort.

Not Bad

Nights Getting Grand For Sleeping Again

"Wasn't Sunday a delightful day?"

That was the universal question this week and the answer was always in the affirmative.

The desert was cool Sunday—true, the maximum was 99, but it was dry and so, according to those who came in from the humid coastal areas late that afternoon, it was nicer here.

That 99 was the first time in several weeks that the maximum temperature was in two digits instead of three. Nights were getting cooler, too, and are getting grand for sleeping again.

Date	Max.	Min.
Aug. 8	106	73
Aug. 9	108	77
Aug. 10	105	77
Aug. 11	99	78
Aug. 12	101	70
Aug. 13	108	73
Aug. 14	108	69

Clean Up Drive Meets Favor of Civic Leaders

Need of a general clean-up in Palm Springs before the start of the new season, as outlined in The Sun last week, met with instant response among the civic leaders who are in town this month.

Consensus of comments, however, was that it was up to the citizens themselves, to exercise more care and that if all did their part, sidewalks, vacant lots and the approaches to the city would not be the eyesores they now are in many cases.

CITY IS RESTRICTED

City Manager William E. Alworth said that the city was limited in its endeavor to keep Palm Springs spic and span.

"We can take care of the streets and other public property," he said, "but we can't invade private property under existing laws and force a clean-up."

"We plan, as soon as possible, to expand our waste disposal force to enable more frequent clean-ups."

See CLEAN-UP DRIVE, Page 8

Barney Ostrow Home Reported Entered

Barney Ostrow was down from Big Bear this week to check over his home here following report that it had been entered last Friday.

Mr. Ostrow told police that as far as he could find today, nothing had been stolen.

Ostrow later told police he found footprints of a boy on a chair and also two empty soft drink bottles. The intruders, probably boys, entered the home, looked about, drank the pop and departed without taking anything.

See EARLY DAYS, Page 8

COOL — COMFORTABLE — CONVENIENT

Palm Springs VILLAGE THEATRE

COOLED BY REFRIGERATION

Box Office Opens Monday thru Friday 6:30 P. M.
Saturday, Sunday, Holidays, Continuous from 1:30 P. M.

Phone 4384

SATURDAY—One Day Only.

AUG. 17

When

RICHARD DIX
(The Whistler)

Speaks the Killers Tremble —

When He Whistles the Killers Die

in

'The Mysterious Intruder'

—also—

Monte Hale—Adrian Booth

Outlaw, the wild horse—Sagebrush Serenaders

in

'The Man From Rainbow Valley'

A Magnacolor Production

—Plus—

HOP HARRIGAN No. 11—(Sat. Matinee Only)

SUN.-MON.-TUES.

AUG. 18-19-20

STARS!

STARS!

STARS!

More Stars than there are in Heaven!
Bigger than anything you've seen on stage or screen!
M.G.M.'s Technicolor Song and Dance Extravaganza!**'ZIEGFELD FOLLIES of 1946'**

THE SHOW OF SHOWS!

Sunday Feature Starts — 2:30 - 4:50 - 7:10 - 9:30

Mon.-Tues. Feature Starts — 7:10 - 9:30
(Please Come Early)

Cartoon

Novelty

News

WEDNESDAY—One Day Only

AUG. 21

Big Double Feature Horror Show

Boris Karloff

in

'THE APE'

—also—

Dick Purcell—Joan Woodbury

in

'King of the Zombies'

(We Dare You To See Them)

Cartoon

News

THURS.-FRI.

AUG. 22-23

(It's Love on the American Plan)

Tom Breneman—Bonita Granville

Billie Burke—Zazu Pitts

Spike Jones and His City Slickers

King Cole Trio

'Breakfast in Hollywood'

SPECIAL ADDED ATTRACTION

'Bikini, the Atom Island'

News

Novelty

Cartoon

TUNE IN KCMJ — 1340 ON YOUR DIAL
AT 3:30 - 4:15 - 7:30 FOR THEATRE NEWS**Villagers on Vacation**

Moya Henderson Writes from the Top of the Hill

With the sale of Rogers Ranch last week, seems like an era has passed.

Palm Springs could really be called boom town. Every trip down from the Hill we note a new building going up on Palm Canyon drive to say nothing of the new sub-divisions rising like mushrooms and the guest ranches growing up on the outskirts. We really are a city, but there are those who remember with nostalgia the little village at the foot of the mountains with a definite lack of sidewalks and bicycles taking precedence over cars on the main thoroughfare.

They remember too when Rogers Ranch seemed miles from the center of town and everyone went out to dance the old dances that Trav kept alive and to 'canoodle' with the best of them.

KEPT OLD WEST ALIVE

There is only one Trav Rogers and his personality has done much to keep the true western spirit in Palm Springs.

Even in the back hills his famous cooking is still drawing the crowds for Trav has set up a camp up in Round Valley near the tramway site where pack trippers can rest and enjoy that marvelous cuisine. And never have there been so many riders going into the back country. Guess no one wants to go down the hill without saying they've looked over the spot where our tramway will end.

Muriel Fulton and Billy Wright were two of a large party going up Sunday and returning Saturday. Another long train took off Monday and looked like the children's crusade. They were Larry and Mary Paul accompanied by parent Kenny Paul, Alice and Joe Butler with Joal, Rudy Hiemarck of Indio with two young Hiemarcks and Jane Neel with her dog. Late in the day Earl Neel rode up to join the group on their four-day trip.

BACK FROM VACATION

The Armand Turonnetts have returned from their wonderful trip to Mexico and Central America and spent last weekend with the Merril Crocketts. Jack Schneckker was also their house guest. The Bill Seddens (Esther Lykken) and their two daughters, Celia and Sharon, came up from North Hollywood last week to spend a few days with the C. G. Lykkens.

Saw the George Davies on the Hill. Mr. Davies' brother and his wife were with them coming all the way from Pennsylvania for the visit. The Alex Hammonds have been spending lots of time up in Saunders Meadow this summer where their boys are at camp at Mr. Hammonds' sister's Desert Sun school.

Must now apologize for an error made a few weeks back. It was reported to me, on good authority, that with the new switchboard up here, telephone calls would be a dime to Palm Springs. They would be if there was a straight line to the desert, but calls still must go through San Bernardino and so the 40 cent charge still holds. But it is wonderful to have public booths so that you can get a call through when you have to.

SEA COLONY GROWING

Well the colony in Balboa seems to grow day by day. Joining the already large group of Palm Springers on the peninsula this week, were the Don Gorhams and Keith Rapps. Betty and Tommy Kiely gathered the family up and spent the weekend with the Robersons at their bay front home. Gordon Young has purchased

an outboard motor boat and Kenneth Youngs and Donald Du Bose spend their time fishing and dodging life buoys. Al Wiengarten was host to a party of deep sea fishers composed of the Earl Houghs, Dr. P. A. Staley, (never did find out if Helen made it back from Hawaii to join the party) and friends from Riverside. Ernie Dunlevie manages to get down to the coast to add on another layer of tan.

What's this we hear about the stork visiting the Culver Nicholls and John Porter Clarks all within a few hours, and dropping off boys at both places?

Are you bothered with rats, mice, lizards or gophers? We have seven beautiful little exterminators, five white and two striped, all ready to go to work for you. Put your bid in early and you too may be the proud possessor of a bigger and better mountain bred kitten.

Robert B. Fern Wins Discharge From U. S. Navy

Robert Benson Fern, son of Mr. and Mrs. Homer R. Fern, well known Villagers, was given his honorable discharge by the U. S. Navy on August 2, according to word from Terminal Island separation center this week.

A student at Palm Springs high, he enlisted in the Navy on January 20, 1945 at Los Angeles. He saw overseas duty for seven months. He is entitled to wear the Asiatic-Pacific and American Theater ribbons and the Victory medal.

His plans are to finish his high school education, erupted by the war, and then go on to Col. A. C. Hoof, and earlier, while school education, interrupted by lege.

**TABASCO**
The perfect hot seasoning for use in the kitchen and on the table to insure that extra "zip" that so appeals to the gourmet. One drop works wonders.
Mc Ilhenny Company
Avery Island Louisiana**Palm Springs DEPARTMENT & HARDWARE STORE**

(FORMERLY LYKKEN'S)

Phone 3502

180 N. Palm Canyon Drive

Men's
COTTON MESH
POLO SHIRTS
1.50

Cool mesh weaves in the favorite "T" style. All cotton in natural shade. Knitted neckband, waistband and sleeves.

Hardware Features

Large Special Purchase — Bargain Priced

REGULATION ARMY COTS 5.50

Finest quality army cots made with heavy hardwood frames. Steel joints and extra heavy duck top. Same quality as those sold before at twice this price.

ARMY COTS 6.95

With mosquito net and frame.

Metal Lunch Box 2.00 5-Gal Gasoline Cans 1.00

With Thermos bottle.

Army Jeep type.

— THE YEAR 'ROUND STORE —

YOU ARE CORDIALLY INVITED TO THE

California Cabana Club

BEGINNING

WEDNESDAY, AUGUST 21st to SEPTEMBER 21st

We Want You to See Just What Has Been
Created for Your Pleasure and Comfort**LUNCH - COCKTAILS - DINNER**Formal Opening
Wednesday Evening, August 21**Emil Coleman's Orchestra**

DON RAYE AND HIS MUSIC

Please telephone me personally for a guest card and reservations.
Reservations for Opening Night are Suggested Immediately.

Sincerely,

CHARLIE MORRISON
Managing Director

FORMAL DRESS OPENING

\$10 per person includes dinner and couvert

Thereafter \$2.00 couvert

Excluded for Members and their guests

PHONE SANTA MONICA 5-6145

TRACTOR SERVICE Co.

Your Ferguson System Dealer

SALES



SERVICE

General Line of

FARM IMPLEMENTS & SUPPLIES**Kelly-Springfield Tires****Howry-Berg Dusters**

809 Highway 99 - INDIO - Phone 7539

Bill Hillery Comments on Cathedral City

By W. R. HILLERY

Among the estate papers of Mr. and Mrs. George G. Allen (who with the late John J. Grove and VanFleet and Plumley founded Cathedral City) was The Desert Sun of Feb. 10, 1928. The issue was number 28 of the first volume so it rates interest at this particular time. Palm Springs was interested in agitation to create a state park of San Jacinto peak area. To do something about city planning. There was a poem by Robert L. Edwards. A news note that houses were scarce and that two

new ones had been built and both had been engaged.

A track meet at Banning where the high school then was and the only mention of a Palm Springs contestant was Bruno Leoncio who did very well and got top honors. Fred Payne Clatworthy showed pictures and lectured on "Lure of the Desert." A trip to Arizona was enjoyed by Mrs. L. C. Goff, Mrs. Dawson and Mr. and Mrs. E. L. Parker.

A new and better screen was provided for movies at the Frances Stevens school where the community went for recreation and the only show house. Lon Chaney was playing "London After Dark." I think Earl Strebe was the owner of the movie business then, a part time job. Dr. Henry S. Reid performed one of those "nick in time" operations and the patient was doing nicely. The El Mirador garage was about completed. The Tah-

quitz bridge was finished at a cost of \$1500 about the \$8500 appropriated by the county. Wesley Gray and Bill Seaton were both making private flights about the country from Palm Springs. Otta Adler gave his wife a surprise party at their hotel the LaPalma. Among the ads which included quite a number from communities on the west side of the mountains were those of Carl Lykken, Cree — Chaffey, McManus Realty Co., Walter H. Bunker Knupp & Fairnie, M. G. McKinney and the hotels.

There was no mention of Cathedral City which is not surprising. I came here the following year and there were only fifty dwellings here then.

BEAT FROM START

Time surely marches on. Last week I complimented Emil Greener for securing a state forestry fire truck for our community. The primary purpose of the state in placing these trucks at certain points is not to provide equipment for protection of human structures but to prevent forest and brush fires primarily. Our local volunteer chief, H. Henry hardly had time to get acquainted with the equipment when lighting set off a fire in Palm Canyon last Sunday and Henry got a call to get there. He picked up Marvin Hale and his brother and another man and made the run.

Raymond Hatton, veteran and comic character actor who between films is with Mrs. Hatton developing a large acreage opposite the Wonder Date Garden, last week presented the newly organized fire department with an electric siren. I heard a demonstration and if it doesn't wake the dead or those who do not hear the present bell then my hearing is first class. The Hatton howler will no doubt be installed as soon as the forestry department O.K. the location and Bob Camp and Harold Crawford will do the installing.

DEATH TAKES WOMAN

A few years ago Frank L. Greene and his wife Kathleen came to our village for the primary object of improving Mrs. Greene's health. They bought a home and proceeded to beautify it but Mrs. Greene had advanced cancer and slowly failed until last Sunday morning she passed away in a Riverside hospital. Mrs. Greene was a fine woman with a very pleasing personality and all who knew her will mourn her passing and join in sympathy with her husband and her daughter who is connected with the Los Angeles schools and her son Bob who after being hospitalized while in the service is now living on the desert.

Riverside County road crews are doing an excellent job of putting the storm swept streets in order. Not that it will please all who live here but it looks like a good job pending the day when flood control will be effective and

Taken by Death

Mrs. Mary White, better known as Mollie White, a resident of Palm Springs for many years, succumbed at Chula Vista, near San Diego, last week. She was spending the summer at the home of a friend, Elizabeth Smith, when stricken.

Mrs. White had long been connected with the staff at the Oasis hotel here and will be remembered by many Villagers and visitors who will hear with regret of her passing.

We have never exported more than 6 per cent of our production. The other 96 per cent is consumed in our own market and makes jobs for our 40 million workers.—New York Journal-American.

permanent work will be done. The flood program will depend on community team work. Marie and Chester Ide with their children went to Lake Henshaw last week and caught a fine string of fish. Were they good!

Large Throng of Villagers Enjoy Open House Event

Between 300 and 400 Villagers attended the Open House event at the new John M. Connell building, 375 Sunny Dunes road, last Friday night to look over the building and stores of its five tenants.

The new building houses the businesses of Mr. Connell, sheet metal and air conditioning, Homer Jenkins, electrical shop, Ralph Nesmith, manufacturer's agent, Perry Sanders, roofing contractor, and Maynard Groth, key shop.

The guests came early and remained late, dancing or just visiting between trips to the well laden buffet supper and refreshment counter.

"Conscience warns us as a friend before it punishes us as a judge."—Stanislaus.

PALM SPRINGS, CALIF.
Friday, August 16, 1946

The Desert Sun—3

Wissahickon Inn

REDLANDS

Nice Cool Rooms and Bungalows

Now Open All Year

Phone Redlands 2147

Commercial Photography

By

Frank S. Partridge

315 N. Palm Canyon Drive
Telephone 4393

PARTIES — HOMES

BUILDING DEVELOPMENTS
PUBLICITY & PRESS PHOTOS

— AND NOW —

YOUR FILMS DEVELOPED

AND PRINTED IN

ONE DAY

AT YOUR FAVORITE

DRUG STORE AND GAYLE'S

STUDIO

— Daily Service Except Sunday —

★ Congratulations, Carl — on Your 20th Anniversary — I'm Starting my 15th.

SAFeway

Barbecued Steak!

or GROUND BEEF.

Safeway has plenty of those tender, mouth-watering beef steaks and ground beef to supply your needs for out-of-doors barbecue dinners. Every cut of Safeway meat is aged to the peak of tenderness and good-eating quality. We guarantee you perfect eating satisfaction . . . or money back! Stop in and select your favorite cut at Safeway, today!

GROUND BEEF

Quality beef packed in sanitary Visking casing.

lb. **35¢**

SIRLOIN STEAK

Delicious broiled or pan-fried.

T-BONE STEAK

Also Porterhouse and Club steaks.

ROUND STEAK

Makes excellent cube steak.

lb. **65¢**

lb. **69¢**

lb. **59¢**

Tender, juicy, delicious, Beef and Veal

PRIME RIB

Juicy roast.

lb. **59¢**

CHUCK ROAST

7-Bone cut.

lb. **39¢**

ROUND BONE

Lean, full cut roast.

lb. **41¢**

RUMP ROAST

Bone in.

lb. **47¢**

SHORT RIBS

Succulent and tender.

lb. **29¢**

CORNER BEEF

Boneless brisket.

lb. **55¢**

STEW MEAT

Boneless beef.

lb. **41¢**

VEAL BREAST

Delicate flavor. Delicious.

lb. **22¢**

BOILING BEEF

Plate meat. Note low price.

lb. **27¢**

VEAL SHANKS

For soup or broth.

lb. **24¢**

Succulent, nourishing, young Lamb

LAMB BREAST

To braise or bake.

lb. **23¢**

RIB CHOPS

Lean, meaty lamb.

lb. **65¢**

LOIN CHOPS

Pan-fry or broil.

lb. **79¢**

SHOULDER

Lamb roast.

lb. **47¢**

BLUING and CLEANSERS

Flaked Bluing 2 1/4-oz. pkgs. **2 for 15¢**

Blu-White Brand

Cleanser Old Dutch Brand 14-oz. can **2 for 15¢**

Cleanser Sunbrite Brand 13-oz. can **5¢**

Cleanser Scotch Triple Action 14-oz. pkg. **9¢**

Oakite Cleanser 10 1/2-oz. pkg. **10¢**

"Cleans a million things."

CANNED JUICES

Grapefruit Juice 2 18-oz. cans **25¢**

Town House Brand 46-oz. can, 29¢.

Carrot Juice Here's Health Brand 18-oz. can **15¢**



PRODUCE

TOMATOES

Firm and flavorful.

lb. **12¢**

LEMONS

For summer beverages.

lb. **10¢**

YELLOW CORN

Full ears of sweet corn.

lb. **12¢**

GRAPES

Thompson Seedless.

lb. **12 1/2¢**

WATERMELONS

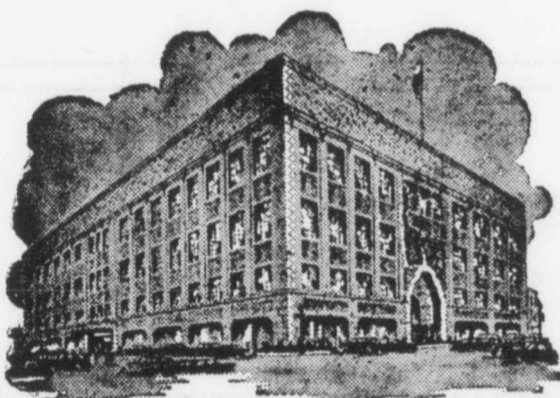
Sweet and ripe.

lb. **3¢**

Produce prices subject to change after Wednesday of this week.

SAFeway

These prices (except Fresh Produce) effective through Saturday, August 17. No sales to dealers. Right to limit reserved.



SAN BERNARDINO'S
GREAT STORE OF
FASHION AND
VALUE

The Harris Company
San Bernardino

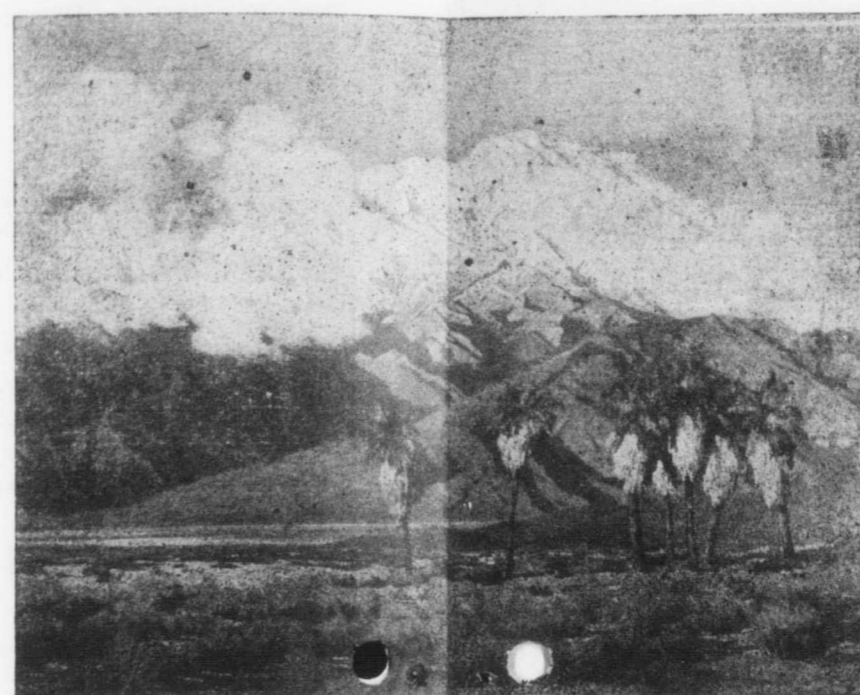
20th Anniversary
Congratulations
Desert Sun!

—Your Progress Matches that of Palm Springs and Southern California.

—42 years has taught Harris that our Southland has just begun to grow!

Air-Cooled!
OPEN ALL SUMMER

Congratulations-- and Best Wishes



BEAUTIFUL MT. SAN JACINTO depicted in ageless splendor back of Palm Springs. This painting, one of Harry Wagoner's finest works, shows the native palms at the foot of the majestic peak.

to the D
At th
20t
of

THE DESERT DRUG

Harry and Edna Brott

LA SIESTA EL MOROCCO MURRAY COURT

DILL LUMBER CO.

John Wood, Mgr.

WAALE-CAMPLAN CO.

& SMITH, Inc.

THE DESERT HAND LAUNDRY

Mr. and Mrs. N. W. Kelley

VILLAGE 5 & 10
THRIFTY 5 & 10

PALM SPRINGS BUILDERS

Supply Co., Ltd.

BURKET COURT

C. J. Burket

W. R. HILLERY

and
MARGUERITE HILLERY
Cathedral City

TEX DISKELL'S

Radio - Refrigeration
Sales - Service

DR. O. B. McRORY

PALM SPRINGS APPLIANCE CO.

John A. Chambers
Service Dept.—Robert G. Koger

PALM SPRINGS MUSIC CO.

380 N. Palm Canyon Drive

HATCHITT'S MARKET

Elmo Purnell — Hutch Moseley

PALM SPRINGS PLUMBING CO.

SCOTT'S HOUSE OF GIFTS

Cathedral City

SINCERELY —

CATHEDRAL CITY CHAMBER OF COMMERCE

PAVNY'S TRAILER MART

to the **DESERT SUN**

At the Start of Your
20th YEAR
of Publication



depicted in ageless splendor back of
of Harry Wagoner's finest works,
of the majestic peak.

PALM SPRINGS MUSIC CO.

380 N. Palm Canyon Drive

HATCHITT'S MARKET

Elmo Purnell — Hutch Moseley

**PALM SPRINGS
PLUMBING CO.**

**SCOTT'S HOUSE
OF GIFTS**

Cathedral City

SINCERELY —

**CATHEDRAL CITY
CHAMBER OF COMMERCE**

PAVNY'S TRAILER MART

H. H. FOSTER

**PALM SPRINGS DRUG
& IMPORTATION CO.**

**RAY TOMKINS
& SON**

Painting & Decorating

R. H. GRANT CONSTRUCTION CO.

General Contractors & Builders

KLAAS BROS.

Painting Contractors

BOND & SANDERS

General Construction

**Best
Lot Buys
In Town****\$3,500—100'x250'**
Near Racquet Club**\$3,500—65'x140'**
Palm Canyon Mesa Tract**\$8,500—100'x125'**
Near Tennis Club**\$8,750—100'x120'**
Near Colonial House
With Irrigation Water**\$10,500—125'x125'**
Las Palmas Estates
Most beautiful corner
lot in Palm Springs,
with irrigation water.

475 N. Palm Canyon Dr.

PHONE 7366
— or 3304 —Associate Brokers
DAVE BIXLER
DON FRY
CHET HOOBER
Open All Summer**238 Homes for
Veterans Springing
Up in Sunny Dunes**

Ex-brass hats of the armed forces and all the way down in rank to the former "yard-bird" of the war just closed, will be rubbing shoulders and become good neighbors in the new veterans' village which is just short of miraculous, springing up two and one-quarter miles east of Palm Canyon drive and one mile to the south.

Weilding what seems to be a magic wand in the construction business, that of building homes, is the Sunny Dunes Development corporation and the moving spirits behind that organization are Walter Z. Allen and Kenneth L. Colburn.

FOR 238 HOMES

The entire project calls for the erection of 238 homes for veterans of World War II, and it doesn't make any difference to either Allen or Colburn whether the ex-serviceman was a major general or a buck private in the rear rank in the purchase of one of the spacious homes they are erecting.

And although their names cannot be published at this time a brigadier general has already signed up for one of the three-bedroom houses, while colonels, majors, captains and lieutenants, who have also signed up are, to use an old army expression, "worth a dime a dozen." Intermingled and in the majority, of course, are many more who were just good plain GIs. All told, there are about 200 ex-servicemen who have already signed up for homes.

\$2,000,000 OUTLAY

The entire project calls for an outlay of \$2,000,000. Sixty homes are in the process of construction



MODEL HOMES—Harry Febich, left, teller at the Bank of America, whose hobby is building miniature homes, shows Walter Z. Allen, Sunny Dunes Development corporation, tiny replicas of the homes his company is building for World War II veterans. One home a day will be completed after the first week in September until 238 are erected is the plan of the corporation. The miniatures are on display at the Bank of America. (Photo by Gayle's studio.)

now and by September 1, the first house will be ready for occupancy. After that date one house a day will be finished until 238 are completed.

But wait! That isn't all. The community will be self-contained. Allen said that there will be constructed a commissary (grocery store), a pill-rolling outfit (drug store), and maybe a motion picture theater where the tickets will not sell for 15 cents as they did at the GI show house on the post. There will be other stores, too.

EIGHT DESIGNS

Allen, whose offices are at 315 North Palm Canyon drive, said that the payments on these homes would amount to approximately \$65 and all a veteran has to do is to successfully stand a credit-muster in order to move in.

Of course he will have to pick out the type of home he wants and there are eight different designs to choose from. Twenty-five per cent of the houses will have

**Frank Keeney Now
Back in Civvies**

Four years of service with the Navy ended last Tuesday for 21-year-old Frank W. Keeney, son of Mrs. D. J. Mullens, of the El Morocco hotel. Receiving his honorable discharge young Keeney, who attained the rank of radioman first class, started for Palm Springs immediately for a reunion with his mother. For his service in the Navy he was awarded the Asiatic-Pacific, American Theater ribbons and the Victory and Philippine Liberation medals.

two bedrooms and the rest three. He also added that paved streets will be put in as well as gas, water and electricity. The only other item missing is the furnishings of the home and the landscaping which will be done by the veteran himself and of course with the assistance of his wife and any and all children the two possess.

Miniature models of the homes being constructed are on exhibit at the Bank of America. Harry Febich, bank teller, constructed them according to scale and in detail architecturally.

**Has Only a Day
Between Navy
And College**

Robert Williams, son of Mrs. Ada Williams of Palm Springs, is in Washington, D.C., again and back at Georgetown University, which he left to join the U.S. Navy. He has entered law school there.

His stay at home to visit his mother, after his discharge from the Navy in which he served as a lieutenant, was brief. He arrived on a Sunday evening and departed the next noon for Washington.

A graduate of Redlands high at 16, and San Bernardino junior college when 18 years of age, young Williams worked in the Village for two years—for Charles V. Knupp by daytime and for Earl Strebe at night.

Then he went to Georgetown U. at Washington to enter school. Congressman Harry Sheppard got him an appointment on the capital police force and he was the youngest member of that organization. When the war broke out, he enlisted in the Navy and was sent to officers' school at Notre Dame. From there he went overseas and was in on the Saipan and Tinian invasions, coming through both of them without a scratch.

**Plaza Cleaners
Plan Vacation**

Art Wills of the Plaza Cleaners, said today that he and his staff were planning to take their annual vacation.

The shop, in the Plaza, will close August 23, next Friday, and remain closed until September 3. Those having cleaning there are urged not to put off calling for it beyond next Friday.

**Vopatek Back From
Vacation in Duluth**

Miles Vopatek of the telephone company staff is back on the job again after a vacation trip which took him to Duluth, Minn., for a visit and then back via the Canadian Rockies and the coast, to Palm Springs.

Mrs. Vopatek and 10-year-old daughter, will stay in Duluth until the opening of the local schools.

A strong navy and air force and a system of universal training for war (not in the traditional military sense, but including, besides some military training, training in industrial and science, look like the keystone of our national defense structure.—Collier's Magazine.

Phone 4444 for Yellow Cabs.

**SPEAK UP —
LISTENER!
K C M J
1340 on Your Dial**



**IT'S A PLEASURE
TO CONGRATULATE
THE DESERT SUN**

FOR ITS CONSISTENT SERVICE
TO OUR COMMUNITY IN
THE PAST 20 YEARS
OUR BEST WISHES
FOR ITS CONTINUED SUCCESS

Samson Insurance Service766 N. Palm Canyon Drive
Phone 3393**'Nuf Sed'**

*Except that SIPS-N-SNACKS in the south end of town has kept the town going all summer with its Fruit Juices, Sandwiches, Luncheon Salads, Fountain, Health Juice Specials and SIPS-N-SNACKS to take home. Open again, from 9 A. M. 'til 1 A. M.

CONGRATULATIONS**Desert Sun**AT THE START OF YOUR
20th YEAR OF PUBLICATION**The Lido**

'CENTER OF EVERYTHING'

AL HERMAN

• EDDIE BERMAN

DANNY DANZINGER

'OPEN ALL SUMMER'



**One of
Palm Springs'
Foremost
Spectacles —**

**America's Tallest
Date Palm****— The Wonder Palm —**

Towering 77 Feet 6 Inches in the Desert Sun —

Produces 500 Pounds of Dates Annually.

This Queen of Date Palms — A prize winning importation from Arabia many years ago, stands enthroned in all her majesty and beauty midst the sun-drenched splendor

— of —

WONDER DATE GARDEN**'Pride of the Desert'**

— A short drive—6½ miles east of Palm Springs on Hiway 111 —
— A sight long cherished and remembered —
With other Great Wonders of the West.

Palm Springs' finest hotels serve **Wonder** Dates and Grapefruit

New Ownership — JOSEPH BLUMENFELD
New Management — CLARENCE WINSTON

DESERT SUN CLASSIFIED ADS.

PALM SPRINGS, CALIF
Friday, August 16, 1946

The Desert Sun—7

Call the Classified Ad Department Phone 3594

Rates and Instructions

Three cents per word for first insertion (minimum charge 45c); two cents per word each subsequent insertion (minimum 30c). In order to avoid expense of bookkeeping and collection, it is desirable that all classified ads be paid in advance, unless you have a ledger account with The Desert Sun. No money will be refunded for classified advertising cancelled after Wednesday noon.

INDEX TO CLASSIFIED PAGE

Personal	1
Lost and Found	2
Help Wanted	3
Work Wanted	4
Wanted to Rent	5
Real Estate for Sale	6
Real Estate Wanted	8
Real Estate Exchanges	9
Automobiles for Sale	10
Automobiles Wanted	11
Trailers for Sale	12
Trailers Wanted	13
Furniture	14
Sporting Goods	15
Musical Instruments	16
Pets, Dogs, Cats	17
Poultry, Eggs	18
Fruits & Vegetables	19A
Plants, Trees, Shrubs, Flowers	20
Cut Flowers	20A
Electric Appliances	21
Air Conditioning	22
Cesspools	23
Business Services	24
Building Services	25
Money to Loan	26
Miscellaneous for Sale	27
Miscellaneous Wants	28
Miscellaneous Services	29
Miscellaneous	30
Business Opportunities	31
Employment Agencies	32
Board and Room	33
Transportation	34
Professional Announcements	35
Cards of Thanks	36

The Desert Sun will not guarantee accuracy, or assume responsibility for errors occurring in telephone advertisements. The Desert Sun will not be responsible for more than one incorrect insertion of any advertisement ordered more than one time. The owners of The Desert Sun will not be responsible for any errors in any advertisements in excess of the amount paid for the advertisement for one insertion.

Personal

LOST: Siamese cat. Phone TH. 8906, Los Angeles or ADAMS 14922 s1-2p

MONEY WANTED: Have Trust Deeds from \$5,000 to \$25,000 paying good interest. See Peter B. Sheptenko, realtor, 475 N. Palm Canyon Dr. Phone 7366. s37tf

Lost and Found

LOST: Man's Elgin, fifteen jewel wristwatch, leather strap. Initials D.L.B. on back. Phone Indio 7-2131 collect. s2

LOST: Siamese cat. Phone Los Angeles, ADAMS 14922. 535 West 54th St. s2p

LOST: Platinum two diamond Bulova ladies wrist watch with platinum flexible band. Reward. Phone 9470. s2

Help Wanted

WANTED: Someone experienced for harvesting 7½ acres of almonds. Will contract entire crop. If interested contact Mr. James Blankenship, El Don Motel. Phone 2577 evenings. Banning. s2

WANTED: Experienced waitress. Inquire Cathedral City Date Shop. s2p

WANTED: White woman cook, light work. Inquire Cathedral City Date Shop. s2p

2 BEAUTY OPERATORS, manager and helper. New modern equipped beauty salon. Very attractive proposition. Apply 54 W. Hays, Banning. Phone 2254. s2

WANTED: Men experienced in plumbing, heating and cooling. Henry A. Simsarian, 850 N. Palm Canyon Dr. s27tf

Work Wanted

DESIROUS management of high class apt. house. Several years experience. Best of references. Box No. F, Desert Sun. s2-s8

PERMANENT COUPLE want position as manager or assistant of apartments or motel. Experienced and reliable. Palm Springs only. Sherwood, Phone 3211 between 10 a.m. and 5 p.m. s2-3p

CARPENTER and wife wishes management and maintenance of apt or what have you. R. H. McKnight, 1896 So. Palm Canyon Dr., 1st house left on El Portal. s2p

POSITION WANTED

HOTEL CLERK

Thoroughly experienced hotel desk clerk, capable of handling books and switchboard, wants permanent position in Palm Springs. Write Pauline Catto, 840 So. Hobart Blvd., Los Angeles. s2p

PAINTING and Decorating. 27 years experience. Satisfaction guaranteed. Call Desert Hot Springs Hardware. s2tf

Alterations

Men's and Women's Clothing Telephone 5023

Wanted to Rent

2 BEDROOM house. Season. Not to exceed \$100 month. Call Cliff Robson, 7391. s2p

Wanted to Rent

SECRETARY at high school desires room or bachelor apartment in Palm Springs. Write Phyllis M. Kiley, 2003½ Vista Del Mar, Hollywood, Calif. s1-3

WANTED TO RENT: Furnished house, two or three bedrooms from Sept. on. Courtesy to brokers. Phone CRestview 10592. Beverly Hills or write Bernard Ettelson, 304 So. Canyon Dr., Beverly Hills. s1-4

WANTED: Year around reasonable rent house, shack, cottage or apartment, furnished or unfurnished. Permanently employed middle-aged gentleman would compromise on comfortable living room with bath and quiet sleeping space under shady tree, providing location not too far away from village center. P. O. Box 1449, Palm Springs. s2-3p

SINGLE APARTMENT or small furnished two bedroom house. Permanent. Phone 2136. s2-3p

COUPLE employed, wants small apartment by the year, starting September 1st. Close in. Up to \$85 per month. References furnished. Phone 6622 or P.O. Box 793. s2-4p

For Rent

FOR RENT, for season, for one or two ladies: Large room, kitchen privileges if desired, 326 No. Palm Canyon Drive. Apartment upstairs. Back of 324 No. Palm Canyon. s2p

HOUSE, furnished with electric refrigerator. 1 year lease. Cathedral City. Phone 74029 between 9 a.m. and 3 p.m. s2

NEW MODERN furnished cottage. New refrigerator and range. One bedroom. Possession after Aug. 20. Two months rent in advance. See Tupper, Taylor's Trailer Park. s2

NICELY FURNISHED, air cooled, 2 bedroom house for immediate occupancy. Reasonable rent. Phone 3143. s2

FURNISHED three bedroom, two bath new stucco house. For rent, lease or sale. Write owner, 161 North Swall Drive, Beverly Hills. Phone CRestview 5-2222. s2-3

FOR RENT: One bedroom apartment, furnished. Suitable and zoned for office space. Available approximately Aug. 18. Apply 297 So. Indian Ave. s2

FOR RENT: Furnished house-keeping apartment. No children or pets. Permanent. E. G. Wright, A and Glenn, Cathedral City. s1p

COOL AT CABAZON MOTEL. Cafe opens at 5:00 a.m. Cabins for rent by week. Innersprings. Baths. s1-4p

NEW, just completed modern one or two bedroom duplex apartment furnished. Season or yearly rental. Phone 8241. 618 Calle Roca. s2

SLEEP IN COOL, modern rooms. Popular rates. Bridgehaven Motel, Whitewater, Highway 99, nine miles from Palm Springs. s52

REFINED WOMAN desires middle-aged woman to share lovely apartment. References. Apt. 14, 226 N Palm Canyon. s2-55p

NEW ONE and two bedroom houses furnished, on 4th Ave. Phone Mrs. Beasley, Desert Hot Springs, 106. s41tf

LOT 100 ft. frontage. Corner duplex. Tramway district. \$6500 on immediate sale. Contact owner, 128 South Camden Dr., Beverly Hills. Phone CRestview 5-8823. s2p

LA QUINTA 2 beautifully located pair of lots in Res. Inc. unit. Also Misc. Res. lots UNDER PRICED. Broker, P.O. Box 1704, Wilshire-La Brea St., L.A. 36, Cal. WY. 2725 (In Palm Springs Sat and Sun. Phone 7582. s2

DUPLEX LOT 100x101. Can build two complete homes under one roof. Close in, \$5,000. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

NEW UNFURNISHED duplex with tile roof, steel sash. Close in. \$29,500. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

BEAUTIFULLY furnished house, Baby Grand piano, barbecue, fine furniture. Two bedrooms. Ready to move in. Close in. \$26,250, half cash. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

INCOME PROPERTIES Auto court with restaurant, \$3,500; Bar-Restaurant, two apartments plus business lot, \$4,500; Small Lunch Room with beer license, \$5,000. s2

HOMES Small house in business zone near postoffice, \$3,275; 3 bedroom house near school, \$7,000; Brand new home near tramway, \$16,000; Brand new home near Tamarisk, \$16,000; One for \$18,000—\$22,500, up to \$77,500. s2

LOTS 2 lots, single residence zone, both \$1,750; 2 lots, hotel, apartment, or court zone, \$2,500; 1 acre with store and living quarters, \$10,000; Two Palm Canyon drive business lots, low price. Ask for s2

For Sale by Owner

Two-Bedroom Home

Completely Furnished. In Santa Rosa Tract. Walking distance of Village, ideal location, garage, patio, brick wall, fireplace, tile bar. Immediate possession. Priced right. Write P.O. Box 1053 PALM SPRINGS s2p

AUTO COURT This one on Hiway 99 has three 4 room and four 2 room cottages. Has been on monthly basis but is now being altered to rent by night or week. Has 2½ acres on the Blvd., so almost unlimited possibilities as auto court or trailer court. Being located as it is in the heart of California's industrial district, I don't see how it can miss. Priced at \$17,500, some terms. JOE SARGENT, Realtor 120 Valley Blvd. Bloomington Phone Colton 8706-R4 s 2-5p

Real Estate for Sale

LOVELY corner res. lot in Winterville Manor 2, Lot 10, Blk. 1. Only \$2750. Owner, 1826 Winona Blvd., Hollywood 27, Phone Normandie 1-0684. s2-6

RANCH HOME: 11 rooms and 2 acres. Trees and shrubs. 1487 E. Barbour, Banning. s2tf

TWO BEDROOM home in Banning Heights. Elevation 3600. Nights always cool. Ideal for summer residents of Palm Springs. Only 35 minute drive. Plenty of fruit trees and berries for home use. On paved road, wonderful view, over half acre land, garage. \$3500 will handle. Owner, O. M. Ward, Rt. 1, Banning Heights. s2

FOR SALE: 2 lots Lazy Acres, one or both, 150x125, tree bordered, sewer and all utilities. Owner, 210 E. Charles or Box 297, Banning. s2

THREE ADJOINING lots on Sunrise Way. Sell together or separate. Owner, C. J. Faught, 1525 N. Van Ness, Hollywood. Phone Hillside 5111. s2

FOR SALE: Five room 3/4 finished, material furnished, \$5,500. First house facing West on Santa Rosa, Northeast of Palm Springs Health Center. See B. Calkins Saturday or Sunday at house or write 5349 W. 118th Place, Inglewood, California. s1-2p

LARGE residential lot near Colonial house with inexpensive irrigation water for only \$8,000. Will not last long at this price. Peter B. Sheptenko, The Pioneer Realty Company of Palm Springs. Phone 7366. s1

681 ACRES near Snow Creek, \$4750. Palm trees, spring, about 100 acres level. F. J. Pearl, 240 Willow Ave., Baldwin Park, Calif. Phone 67116. s1-8p

FOR SALE, Crestline: Two bedroom cabin, furnished, \$4,500. Few steps off paved highway, near Cedar Pines Pk. Rt. 1, Box 506, Garden Grove, Calif. s1-2

FOR SALE: 5 room house, partly furnished. New air conditioner. 458 East Arenas. \$5,500. Phone 5581. s1tf

LARGE residential lot near Tennis Club. Only \$8,500, for immediate sale. Peter B. Sheptenko, The Pioneer Realty Company of Palm Springs. Phone 7366. s1

FOR SALE — Owner wants to leave town. 100 ft. frontage on East Ramsey. Tract 100x580 ft. Building suitable for living or business quarters. Quick possession. 918 E. Ramsey St., Banning. s2p

WILL TRADE exotic mountain lodge, completely furnished by Barker Bros. Modern, a living room, Tahitian hidden bar illuminated Sunset magazine 1942 model mountain home, sleeping accommodations eight, over ½ acre with more than 100 pine trees in San Bernardino mountains, 6200 foot elevation, for Palm Springs home and assume up to \$15,000. Value \$15,000. E. A. Tinch, 1584 Arrowhead Ave., San Bernardino. Phone 46146. s2

IMMEDIATE possession, two bedroom cabin furnished. \$4500. At Crest Line, mile from lake. Rt. 1, Box 506, Garden Grove. Phone Garden Grove 5967. s1-54

LA QUINTA 2 beautifully located pair of lots in Res. Inc. unit. Also Misc. Res. lots UNDER PRICED. Broker, P.O. Box 1704, Wilshire-La Brea St., L.A. 36, Cal. WY. 2725 (In Palm Springs Sat and Sun. Phone 7582. s2

DUPLEX LOT 100x101. Can build two complete homes under one roof. Close in, \$5,000. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

NEW UNFURNISHED duplex with tile roof, steel sash. Close in. \$29,500. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

BEAUTIFULLY furnished house, Baby Grand piano, barbecue, fine furniture. Two bedrooms. Ready to move in. Close in. \$26,250, half cash. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

INCOME PROPERTIES Auto court with restaurant, \$3,500; Bar-Restaurant, two apartments plus business lot, \$4,500; Small Lunch Room with beer license, \$5,000. s2

HOMES Small house in business zone near postoffice, \$3,275; 3 bedroom house near school, \$7,000; Brand new home near tramway, \$16,000; Brand new home near Tamarisk, \$16,000; One for \$18,000—\$22,500, up to \$77,500. s2

LOTS 2 lots, single residence zone, both \$1,750; 2 lots, hotel, apartment, or court zone, \$2,500; 1 acre with store and living quarters, \$10,000; Two Palm Canyon drive business lots, low price. Ask for s2

For Sale by Owner

Two-Bedroom Home

Completely Furnished. In Santa Rosa Tract. Walking distance of Village, ideal location, garage, patio, brick wall, fireplace, tile bar. Immediate possession. Priced right. Write P.O. Box 1053 PALM SPRINGS s2p

AUTO COURT This one on Hiway 99 has three 4 room and four 2 room cottages. Has been on monthly basis but is now being altered to rent by night or week. Has 2½ acres on the Blvd., so almost unlimited possibilities as auto court or trailer court. Being located as it is in the heart of California's industrial district, I don't see how it can miss. Priced at \$17,500, some terms. JOE SARGENT, Realtor 120 Valley Blvd. Bloomington Phone Colton 8706-R4 s 2-5p

Real Estate for Sale

BRAND NEW beautifully built three-bedroom, two-bath home with guest house, bedroom and bath. Completely walled in and partly furnished. Unit heat. Single garage, close in. \$35,000. Phone Lowell A. Wheeler, 7195 or call El Dorado Hotel Lobby. s1

Real Estate Wanted

WE HAVE BUYERS with cash. List your property with us today for quick action. Munholland & Co., 431 N. Palm Canyon Drive, Phone 3673. s39

VETERAN WANTS three or four acres between Palm Springs and Indio. Call 7033 after 3:00 p.m. s2-54p

REAL ESTATE WANTED: List what you have to sell, rent, exchange, promote, or subdivide, with Peter B. Sheptenko, The Pioneer Realty Company of Palm Springs, 475 N. Palm Canyon Dr. Phone 7366. s40

REAL ESTATE WANTED—List what you have to sell, rent, exchange or subdivide with Madge Rocks, 278 So. Palm Canyon Drive, El Dorado Hotel Lobby, or phone 7911 or 7195. s49

BRING in your listings of all descriptions. Bess Matloff, phone 3191. s32

OWNERS: List your homes, lots, income and rentals with Ernest Grill, Jr., Realtor, 344 No. Palm Canyon Dr. Phone 6666. s46

LISTINGS WANTED — Have buyers for acreage, income, houses, lots and rentals. Wright and Tracy, 437 No. Palm Canyon Dr. Phone 5727. s46

PROPERTY wanted: Homes, lots, income. List your real estate with Realtor Culver Nichols, 861 N. Palm Canyon Dr. Phone 5065. s21p

Used Cars for Sale 10

FOR SALE—'36-40 Special Deluxe Buick sedan, good condition. Tires. \$650 cash, also all metal luggage trailer, 6-ply tires. \$165. Call Desert Hot Springs Hwy. Store 10 a.m. to 8 p.m., or may be seen at Desert Inn Paint Shop 7 a.m. to 4 p.m., except Saturdays. s2tf

FOR SALE—'36-40 Special Deluxe Buick sedan, good condition. Tires. \$650 cash, also all metal luggage trailer, 6-ply tires. \$165. Call Desert Hot Springs Hwy. Store 10 a.m. to 8 p.m., or may be seen at Desert Inn Paint Shop 7 a.m. to 4 p.m., except Saturdays. s2tf

USED CARS FOR SALE

Buy from an authorized Chevrolet dealer. ONE-THIRD DOWN, balance G.M.A.C. contract. WE PAY CASH for your car—any make or model—ANY STATE REGISTRATION. Special consideration to SERVICE MEN. Phone Indio 7351

VALLEY MOTORS CHEVROLET Indio, Calif. Authorized Sales & Service

Used Cars Wanted 11

We Pay Top Prices FOR USED CARS SELL YOURS TODAY RUBIDOUX MOTORS 3595 Market St., Riverside Phone - Riverside 5232 Cadillac Oldsmobile

Trailers For Sale 12

TWO WHEEL trailer for camping or luggage. Best offer. Can be seen after Saturday, 59 W. King St., Banning. s2p

FOR SALE: Cottage-type house-trailer. Butane equipped. Priced to sell. Located at Eucalyptus Auto Court, 3122 West Ramsey St. See Glenn L. Gilbert. s2p

Utility Trailers SALES — RENTALS Hitches Furnished D. W. HURST Texaco Station Beaumont, Calif. on Highways 60-70-99 s2

Trailers Wanted 13

WILL PAY the highest cash market value for your trailer. See us before selling. Forbes Trailer Exchange, Banning. s2tf

Plants, Trees 20

WRIGHT and LEONARD are now moving large ornamental trees. Phone 3803 P. O. Box 25, Palm Springs s2

Business Services 24

UPHOLSTERING furniture or car. All work guaranteed. Palm Springs Furniture Co. 343 N. Indian Ave. Phone 5181. s1tf

FURNITURE Upholstering: Recovering, repairing. High-quality workmanship. Quick service. 20 years experience. Zimmer Upholstery Shop, 9 W. State St., Redlands. Ph. 6986. s27tf

Business Services

WATER HEATERS REPAIRS

Plumbing

WAYNE E. STRINGER PHONE 8272

REFRIGERATOR Service

REED'S RADIO SHOP

342 N. Palm Can. Dr. Ph. 8255

WE WILL BUY or trade your furniture. Palm Springs Furniture Co. 343 N. Indian Ave. Phone 5181. s1tf

CAPEHART Service: Reed's Radio Shop. s24tf

VENETIAN BLINDS

Our Specialty Aluminum Flex Slats REDLANDS SHADE SHOP 620 Orange Street Redlands, Calif. Phone 7727, Redlands

VACUUM CLEANER AND SMALL APPLIANCE REPAIRING

REED'S RADIO SHOP 342 N. Palm Can. Dr. Ph. 8255

Expert Radio Repairing AT REASONABLE PRICES Palm Springs Music Co.

380 N. Palm Canyon Drive Bowling Alley Bldg—Phone 6122

ROOFING CONTRACTOR

Estimates Cheerfully Given PERRY F. SANDERS Phone 5581

House Moving

Estimates Given MILLARD WRIGHT P.O. Box 25, Palm Springs Phone 3803

Cesspools

Phone 7766 SAFEWAY CONSTRUCTION AND CESSPOOL CO.

Building Services

Cesspools Phone 7766 SAFEWAY CONSTRUCTION AND CESSPOOL CO.

Building Services

FERTILIZER Prompt delivery. Screened, \$4.50 per yard; unscreened at \$3.50 per yard. Delivered in Palm Springs. 7 yards minimum delivery. Write RAY CHAVES, 117 Fifth St., Beaumont. Phone Beaumont 763. s15-18ptf

Miscellaneous for Sale

FOR SALE: Large size, used baby crib, springs and mattress. Also training chair, 1316 El Alameda, Palm Springs. s2p

FOR SALE: Doors with good hardware included, double blankets; porcelain sink; used lumber. Desert Retreat, 1580 No. Indian. s2

FOR SALE, in Palm Springs: grand piano; 8 pc. Duncan Phyfe dining set; brocade upholstered sofa and chairs, etc. Phone 6351. 1652 Tamarisk Road. s2p

FOR SALE: All metal ice box. 1 block east and ½ block south of Health Center on reservation. s2p

FOR SALE: Windows 40x40 ft. Also other sizes, some with frames. W. Chance, turn left Cathedral Canyon Drive, one block, Cathedral City. s2p

FOR SALE: 8 cu. ft. gas refrigerator, Electrolux. Good condition. Phone 8088. s1-2

FLOOR COVERING. Broadfelts cemented to your floors from wall to wall. Palm Springs Furniture, 343 N. Indian Ave. Phone 5181. s52

Business Opportunities

"JUICE BAR concession, fully equipped, available in established date shop, 480 N. Palm Canyon Drive, Palm Springs, California. Apply C. Lewbel, 308 E. 9th St., Los Angeles, California. Vandike 6749." s3-56

Oliver Drops Part Of Campaign But Sticks to "Desert"

Harry Oliver, former showman but now the mayor of 1000 Palms and self-styled 100 per cent Desert Rat, has given up a part of his proposal for a new Desert county, just a part, he said.

He now plans to leave Riverside county as it is, without cutting it in two on a line just west of Palm Springs and terming the new country "Desert County."

TO CONCENTRATE

"I'm going to concentrate on changing the name of Riverside county to Desert County," he said the other day at Riverside.

"Every box of grapefruit shipped out of the Coachella valley where they produce the finest fruit in the world, is trade marked 'Desert,' which does not mean a thing to the Coachella valley or to Riverside county, so far as publicizing the fertility of that section of the county as the 'Nation's Winter Bread Basket.'"

"With the trademark 'Desert' stamped mechanically on each grapefruit, it could mean they were grown on the Colorado, Mojave, Sahara or any old desert on the globe.

USE THE NAME

"Why not change the name of Riverside county to Desert county. Riverside county is meaningless to thousands of tourists who bask in the desert sun at Palm Spring, Indio, Coachella, Desert Center and through to Blythe.

"So far as the tourists are concerned it might as well be Brookdale or Meadowbrook county. Examine the map and you will discover that there are Riversides in most every state in the union. The desert has romance lure and fascination to the eastern tourists.

"The Coachella valley, in the heart of the desert, is the only section in the United States where the date is grown commercially. The Arabs say to produce the date the 'trees must have their feet in the water and their heads in the fires of heaven.' The date is a product of Riverside county which does not mean a thing to the outside world. Why not publicize this delicious fruit by telling the world that it came from Desert county, California?"

Business Opportunities

WANTED: \$7500. Will give first mortgage on modern Palm Springs home. Write P. O. Box 1053. s1-2p

UNUSUAL OPPORTUNITY — Gift store, stock, living quarters, completely furnished, and fully equipped wood-working shop. Unrestricted business lot, the best, in the heart of the business district of this resort. Attractive building. Ideal business for operation by a family. See Marie Belyea, Idyllwild, Calif. Phone Hemet 1044. s2tf

LEGAL NOTICES



The Desert Sun

of Palm Springs, California
CARL BARKOW, Owner and Publisher
HAROLD BARKOW, Business Manager
R. F. GRAETTINGER, Editor
H. GRANT WOOD, Advertising Manager

Entered at the Post Office at Palm Springs, California, August 5, 1927, under the Act of Congress of March 3, 1879.
Published Every Friday of the Year at 359 North Palm Canyon Drive
Subscription Rate: \$3.00 Per Year
Telephone 3594

NATIONAL EDITORIAL
ASSOCIATION
1946 Active Member

ADVERTISING RATES FURNISHED UPON REQUEST
Address all correspondence to
The Desert Sun, P. O. Box 190, Palm Springs

New Deal Double Talk

By ETHEL GILLET WHITEHORN

During the past weeks, press and radio have extensively publicized President Truman's statement that deficit spending must stop. The old familiar refrain of New Deal economy is with us again. As Al Smith said, "Let's look at the record." Let us see what the President asked for, for the fiscal year 1947 which began July 1, 1946.

The president asked for an appropriation of \$4,000 to buy a new automobile for the Vice President. As a matter of fact the United States of America has no vice-president and will not have one until January 1949.

UNIVERSAL INCREASES

The President has asked Congress to increase the appropriations for almost every government department. He asked for an increase of \$49,000,000 for the Department of the Interior; that the Fish and Wildlife Service be increased \$4,800,000.

Bureaucratic publicity and propaganda also received the Presidential nod since Mr. Truman asked for a total of 45,788 employees for that purpose at a cost of \$252,000,000 to the nation's taxpayers.

The President asked for appropriations to keep 29 different agencies lending money; 3 separate agencies insuring deposits; 34 agencies buying land; 10 agencies lending money; 3 separate agencies in home and community planning; 10 agencies dealing in materials and construction; 28 agencies in welfare matters; 9 agencies in credit and finance; and 65 agencies gathering statistics.

TOP PREVIOUS HIGH

The President asked that the Congressional appropriation for the Secretary of Commerce, Henry Wallace, be raised from the previous high of \$2,467,000 to \$7,665,000, an increase of 300 per cent.

The President has asked to increase the appropriation of the Bureau of Foreign and Domestic Commerce from \$5,300,000 to \$11,670,000, an increase of more than 400 per cent.

White House salaries and expenses were not overlooked by Mr. Truman. He seeks an increase in salaries from \$312,000 in 1946 to \$833,000 in 1947. He wants another half million for the Bureau of the Budget; 2 million for the Civil Service Commission, and 3 million for the Federal Works Agency. He has asked for an increase of \$160,000,000 for the Public Roads Administration, and \$3,000,000 for the General Accounting office.

The above facts were taken from the Congressional Record, July 18, page A 4453.

LOSING PATIENCE

After 14 years of New Deal waste, extravagance, inefficiency and planned economy, the American people have no patience with double talk. Harry Truman says: "Deficit spending must stop." In the next breath he demands that more and more loads be saddled to the backs of the American taxpayers.

The rank and file of American citizens don't like double talk. Just how much they dislike it

SPEAK UP —

LISTENER!

KCMJ

1340 on Your Dial

Brand New Four Bedroom Home

Near Colonial House
Completely furnished.
Large lot with irrigation
water.

Immediate possession.

Only \$39,500

Peter B.
SHEPTENKO
REALTOR

Phone 7366

Associate Brokers
DAVE BIXLER
DON FRY
CHET HOOBER

—Open All Summer—



POLAR BEARS' love for icy waters in which to swim had nothing on the four Vancouver, Canada visitors who went swimming in the pool of the Palm Springs hotel and found the waters just too warm. Three hundred pounds of ice dumped into the water helped a little but not much. From left to right they are: Sid Layborn, operator of a charter air service in Vancouver; Edith Lewis, Palm Springs; Paul Stromkins, speedboat builder; Mary Rooney, Villager; Gordon Pashley, advertising man, and his brother Ralph, news commentator on the Canadian Broadcasting corporation, and Madalyn White, also of Palm Springs. (Photo by Frank Partridge.)

Lions Upset Hemet Club 8-6 in Fast Game on Foe's Lot

Palm Springs' Lions club upset the Hemet softball team before a packed gallery of fans in that community by a score of 8 to 6 and it marked the first defeat of the latter aggregation in a long time.

Playing under the new rules which allowed a batter to run when the catcher missed the ball on the third strike or a passed ball, the Lions were trailing up to the seventh inning with a score of 6 to 2.

Krebs, catcher for Hemet, broke a finger in the sixth and his substitute came in to take his place in the seventh. It was his inability to handle the ball which allowed the local team to come from behind to win by a score of 8 to 6.

Both teams made four hits, and Bob Martin, up for the first time in the fourth knocked a home run for the Lions. Haslam for Hemet in the fourth hit a four-bagger with two men on and the score went to 6 to 2 for Hemet in the fifth inning.

Pitching for the Lions during the first four innings was Al Crosey when August Kettmann relieved him. Cardello did service behind the home plate. Pitching for Hemet was Priest, with Krebs as catcher until he was called out of the game due to injury to his finger.

MORE ABOUT ... Early Days ...

the manner in which he subdivided his properties," Cree declared.

Prior to the time Cree finally settled in Palm Springs he was for 12 years superintendent of Riverside county schools. In 1919 seeking to renew his health he came to Palm Springs.

He remembered well Welwood Murray, the fighting Scotchman who was at one time the clerk of the grammar school board here. Also on the board was Mrs. John McCallum and Mr. Blanchard, the postmaster. Mrs. McCallum was the mother of Mrs. Pearl McManus who still lives in her palatial home on the side of the hill near the Palm Springs Tennis club.

"The school house," continued Cree, "was furnished by the Southern Pacific and was located at the corner of Amado and Indian avenue. Today," the realtor said, "the building is still standing but has been converted into a duplex."

The McCallums, Cree said, owned a large portion of the land which is now called Palm Springs. Dr. Murray was the owner of the block on which the Bank of America now stands. He conducted a hotel in town and it is known now as the "Pink Adobe."

Cree recalled the arrival of Dr. and Mrs. Coffman in 1909 when they purchased a small house. This structure is still in existence on the Desert Inn grounds. The narrator wondered how many people in town could recall Carl Eytan, early desert artist and many of whose pictures even now adorn the homes of many villagers. He recalled to mind, J. Smeaton Chase, author and early resident of Palm Springs. His wife still lives in Palm Springs.

Cree chuckled as he recalled "Dutch" Frank, prospector. "He was a friendly fellow," he said. "Every morning quite early, his burros would awaken the town with their braying. These animals were the 'alarm clock' of Palm Springs in those early days," Cree smiled.

Jimmy Swinnerton, cartoonist and artist then came to mind. Many of the old-timers still here will recall the house he built and named the "sidewinder Shebang." Later Cree purchased the house and moved it off the land that is now part of the Desert Inn grounds. It still stands near the new Bullocks property.

"I liked it better the way Palm Springs used to be when I first came here," and a far-away look came into the eyes of Raymond Cree. "It was a sleepy little village and those of us who wanted it to remain so, knew that inevitably it would grow."

There were no roads in those days to speak of, Cree recalled.

Canadian Visitors Arrive With Overcoats But Soon Junk Them and Splash in Ice-Cooled Swimming Pool

Four Canadian youths, all recently discharged from their country's armed forces, arrived in Palm Springs last week carrying overcoats and hats but before the day was over they had packed their "Bennys" away, tossed the chapeaus into a corner, and donned bathing suits.

MORE ABOUT ... Clean-Up Drive ...

pick-ups of rubbish and to keep the city thoroughfares in shape. But vacant lots are up to the owners."

Fire Chief Bill Leonosio called attention to the city fire code which prohibits dumping of rubbish on streets or on neighboring private property. This includes desert areas.

He has instructed Fire Marshal Warren Heath to make a note of all violations and issue a final warning before the season gets under full swing. Following this warning, citations will be issued against persistent violators under the fire prevention ordinance to eliminate all hazards.

Another civic leader suggested that Palm Springs council adopt a weed abatement measure such as is on the books of many California cities.

Such an ordinance enables cities to post lots where rubbish and weeds are allowed to accumulate and in the event the owner ignores the clean-up program, permits the cities to move in and clean up the lots, charging the owners for the service.

Dr. Murray would meet the train at Garnet with a long legged team of horses pulling a buckboard. The ride back to the Murray hotel took two hours.

Cree remembered the first paved road leading into Palm Springs in 1916. All of the super-visors and road builders came to the Village and had a big banquet at the Desert Inn.

"And you know," Cree laughed, "The first flash flood that came along washed out nearly every vestige of the highway. Again, the two hour ride to Garnet and the train."

At one time Cree had a license to operate as an Indian trader and had built for himself a trading post in Palm canyon. During all of the years he came to Palm Springs and after he settled here Cree traveled the desert and knew every canyon in the area. He wanted these canyons to remain in their natural state and have them declared a national monument. During the course of his travels he hit upon the idea of building a tramway from Snow creek to the top of Mt. San Jacinto. With this thought in mind he went to see Paul Shoup, who recently died while president of the Southern Pacific railway company.

"Shoup was intensely interested in the project," Cree said. Later the realtor was successful in interesting Steven Mather, national park commissioner in Washington who made two trips to Palm Springs to investigate Cree's idea. The commissioner too felt that it would have been a worthwhile project.

World War I came along about that time and Cree turned his work over to one A. C. Lovekin to carry on the work and joined the Army.

Later Congress passed a bill and it was signed by President Harding declaring Andreas, Murray and Palm Canyon as national monuments with the proviso that the consent of the Indians would have to be secured and that they be paid the appraised price for these canyons. This was the stumbling block and an agreement was never reached with the redmen.

In 1921, Mrs. Nellie Coffman suggested to Cree that he might try the real estate business in Palm Springs. At that time there were none in the Village. Accordingly Cree obtained a license and set himself up in business—a business that was to become highly popular judging by the number of people now following the profession in the Village.

TOO LATE TO CLASSIFY

FOR RENT: Furnished apt. Rear of 215 S. Indian Ave. Owner, Mrs. Cohen, 145 Hill St., Santa Monica. Phone 62328.

Friends of Irene Foldsy of the Palm Springs hotel, she invited them to take a swim in the hotel pool to cool off—but the water was hot. No relief, they thought, could be found in the sun-warmed waters of the pool. They were all used to swimming in the Fraser river in their home town, which comes sweeping down past Vancouver from the far north, icy and invigorating.

The next logical step then was to cool the waters of the pool, and accordingly 300 pounds of the congealed water, ice, that is, was purchased and dumped into the pool.

Sid Layborn, Paul Stromkins, Gordon Pashley and Ralph Pashley, all of Vancouver, had decided on the trip to Palm Springs before getting back into the "harness" after serving with the Canadian forces throughout the war. Layborn owns and operates a charter air service and a U-Drive automobile company; Stromkins is a speed-boat builder; Pashley is advertising manager of the British Columbia Estator, trade magazine; and his brother is a news commentator on the Canadian Broadcasting Corporation.

MORE ABOUT ... Airport Closes ...

this country to the fighting fronts of the world. In addition it also flew cargo ships loaded with vital materials of war to every battle theater around the globe. Officers and enlisted men left the army airbase here for all parts of the world when their training was completed.

It is expected that the city of Palm Springs will gain control of the air field now and when that occurs it will be known as the municipal airport. Last week William E. Alworth wrote to many persons who have approached the city with the proposition of leasing all or part of the airport. In these letters he asked that these people submit at once what operations they would follow so that these plans could be submitted to the city council.

MORE ABOUT ... Press-Radio ...

Bain, Dick Joy, and Jones, representing the station, and Grant Wood, R. F. (Phat) Graettinger, and Harold Barkow, representing The Sun, Joy and McBain made a special trip to the Village for the conferences, which included additional cooperative plans to develop with the season, which will find The Desert Sun and KCMJ located virtually side-by-side in new downtown offices, in the Palm Springs Corporation Arcade development.

Webers Back in Town for Visit, Plan To Return

Jen and Jerry Weber, who will be remembered by many Villagers as managers of the La Paz and before that, the Palm Springs hotel, were back in the Village this week for a brief stay, en route on a vacation which will take them to San Francisco where they will be joined by Mr. Weber's mother, Mrs. Eleanor Weber, and then to the Grand Canyon and Zion and Bryce national parks. They plan to return here to make their home after the trip.

"After all, we like Palm Springs best," The Webers went to Red Hill Country club near Cucamonga after leaving here and established a new attendance and popularity record for that spot in the time they were there.

Flames destroyed the country club's spacious buildings a few days ago but the Webers saved most of their belongings.

KCMJ

SUNDAY

7:00—Warren Sweeney, News
7:05—Wings Over Jordan
7:30—Salt Lake Tabernacle
8:00—Invitation to Learning
8:30—Young Sincerely
9:00—United Press News
9:05—Sunday Morning Salon
9:30—Time For Reason
9:45—Howard K. Smith, London
10:00—Assignment Home
10:30—Weekly News Review
11:00—Sunday Serenade
12:00—Columbia Workshop Plays
12:30—Summer Electric Hour
1:00—The Family Hour
1:30—Soap Box Derby
1:45—William L. Shirer, News
2:00—Silver Theatre
2:30—Your Hope Chest
3:00—Gene Autry
3:30—Just Music
4:00—Richard Lawless, Drama
4:30—Sport Roundup
4:55—Ned Calmer, News
5:00—Meet Corliss Archer
5:30—James Melton
6:00—Take It or Leave It
6:30—Studebaker Program
7:00—Crime Doctor
7:25—Surprise Theatre
7:30—Blondie—Penny Singleton
8:00—Twin Mystery
8:45—Paul Porter, OPA
9:00—A Man Named Jordan
9:30—Columbia Masterworks
10:15—Old Fashioned Revival
11:30—Dance Band from Earl Carrolls

MONDAY-FRIDAY PROGRAMS

7:00—Arthur Godfrey
7:15—Nelson Pringle, Analyst
7:30—Bob Garred, News
7:45—Rosemary
8:00—Kate Smith
8:15—Aunt Jenny's Stories
8:30—Romance of Helen Trent
8:45—Our Gal Sunday
9:00—Big Sister
9:15—Ma Perkins
9:30—Young Dr. Malone
9:45—Road of Life
10:00—Second Mrs. Burton
10:15—Adventures of Perry Mason
10:30—Sing Along Club
11:00—Cinderella, Inc.
(Mon.-Wed.-Fri.)
11:00—Surprise Party (Tues.-Thurs.)
11:30—Burrill Wheeler
11:45—Bachelor's Children
12:00—House Party
12:25—United Press News (also Sat.)
12:30—Strange Romance of Evelyn Winter
12:45—Summer Service Special
1:00—Music in the Breeze
1:15—Woman's Club
1:30—Meet the Missus
2:00—Valiant Lady
2:15—Light of the World
2:30—Skyline Roof
2:45—Robert Trout, News
3:00—Thought for the Day
3:05—Just Music
4:00—Strictly Popular
4:25—Sport Roundup (also Sat.)
4:30—Harry Flannery, Analyst
(Also Sat.)
4:45—Bob Garred, News
4:55—Bill Henry
7:00—Lowell Thomas
7:15—Jack Smith Show
7:55—Carroll Alcott, News
9:30—Columbia Masterworks
10:00—Chet Huntley, News
10:15—Ken Stevens Sings
(Mon.-Wed.-Fri.)
10:15—Milton Charles, Organ.
(Tues., Thurs.)
10:30—Music for the Party.
(also Sat.)
11:55—CBS News (also Sat., Sun.)

MONDAY EVE HI-LITES

5:00—Kiss and Make Up
5:30—Jack Kirkwood
6:00—Screen Guild Players
6:30—Bob Hawk Show
7:30—State Senator
8:00—Jack in All Trades
8:30—Inner Sanctum
9:00—The Whistler

TUESDAY EVE HI-LITES

3:30—American Melody Hour
5:00—Arthur Godfrey
5:30—Encore Theatre
6:00—Night Life
6:30—Open Hearing
7:30—Theatre of Romance
8:00—Big Town
8:30—Palm Springs Baseball Game.

WEDNESDAY EVE HI-LITES

5:00—The Sad Sack
5:30—Intrigue
6:00—Academy Award Theatre
6:30—Holiday for Music.
7:30—Jean Hersholt
8:00—Fiesta
8:30—Ellery Queen
9:00—Get That Story.

THURSDAY EVE HI-LITES

3:30—Mr. Keen
5:00—Meet Miss Sherlock
5:30—Crime Photographer
6:00—That's Life
6:30—Desert Song
8:00—Suspense
8:30—It Couldn't Happen
8:45—The Ghost Walks
9:00—Dick Haymes

FRIDAY EVE HI-LITES:

5:00—It Pays To Be Ignorant
5:30—Wayne King Show
6:00—Orson Welles
6:30—Ann Sothern "Maise"
7:30—Tommy Riggs and Betty Lou.
8:00—Henry Aldrich
8:30—Thin Man
8:55—Ona Munson
9:00—Sportsmen's Journal

SATURDAY

6:45—Bob Garred, News
7:00—Warren Sweeney
7:05—Let's Pretend
7:30—Billie Burke
8:00—Theater of Today
8:30—Stars Over Hollywood
9:00—Grand Central Station
9:30—County Fair
10:00—Mary Lee Taylor
10:30—Give and Take
11:00—Treasury Bandstand.
11:30—Let's Go Western
11:45—Cross Section N.A.M.
12:00—The Chicagoans
12:45—Soap Box Derby
1:00—Horse Race
2:00—Washington
2:15—American Portraits
3:00—St. Louis Opera
3:30—Just Music
4:55—Ned Calmer, News
5:00—Voice of the Moment
5:45—Saturday Night Serenade
6:15—OklaHorn Roundup
6:45—CBS Talk series
7:00—Hollywood Star Time
7:30—Free For All
8:00—Your Hit Parade
8:45—Tony Martin Show
9:15—Don't You Believe It
9:30—The Story Teller
9:45—Jimmy Orier from Catalina
10:15—Hollywood Barn Dance

Amvets Plan Great Meeting at Second Gathering of Post

Look buddy! Mark time until next Friday night at 7:30 and then step off, double time, for the Lone Palm where the second meeting of the American Veterans' of World War II will take place.

This announcement was made by Frank Bogert, commander of the Palm Springs post of the AMVETS, who, in addition, asked that each member bring with him as his guest, a buddy of the war just closed and to tell every former WAC, nurse, Wave or Spar, she is cordially invited to attend.

According to Bogert there will be new members to welcome into the organization and following a short business session a good time for everybody present will be the main objective.

Don't forget to bring your bathing suit because the swimming pool will be available for all of those present, who want to take a plunge.

A parting remark by Bogert in this public announcement, was that there will be plenty of refreshments on hand of the right kind and other amusements as well.

The group of ex-servicemen were invited to use the facilities of the Lone Palm hotel by Mrs. Edith Window, assistant manager and Miss Elinor Eubanks in the absence of Mrs. Esther McGee, manager.

LEGAL NOTICES

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

To Whom It May Concern: August 12, 1946
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

A portion of the NE 1/4 Sec. 11, T. 4 S. R. 4 E. SB B&M PALM SPRINGS, Riverside County, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

THE STABLES, a California Corporation.
By LOUIS B. MINTER, President.

Anyone desiring to protest the issuance of such licenses may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

CHART, INC.
By WILLIAM KENT, President.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

To Whom It May Concern: August 12, 1946
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

693-695 So. Palm Canyon Drive, PALM SPRINGS, Riverside County, California, stating grounds for denial as provided by law. The premises are not now licensed for the sale of alcoholic beverages.

CHART, INC.
By WILLIAM KENT, President.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

To Whom It May Concern: August 13, 1946
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

SS Highway 111, CATHEDRAL CITY, Riverside County, California, stating grounds for denial as provided by law. The premises are not now licensed for the sale of alcoholic beverages.

RALPH G. McLEARN
ANGELINE C. McLEARN.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

To Whom It May Concern: August 5, 1946
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

319 No. Palm Canyon Drive, PALM SPRINGS, Riverside County, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

RALPH G. McLEARN
ANGELINE C. McLEARN.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

To Whom It May Concern: August 5, 1946
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

319 No. Palm Canyon Drive, PALM SPRINGS, Riverside County, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

ARTZ RESTAURANTS, Inc.
By DONALD M. ARTZ, President.

Scenes When The Sun Was Young

(Photographs Courtesy of Gayle Studio)



FIRST HOME—Here's the building at 290 North Palm Canyon drive which housed the first home of The Desert Sun until 1942.



CHIEF — Francisco Patencio, one of the original "Villagers" and his wife. He was chief of the tribe and knew the lore of the Palm Springs area from away back.



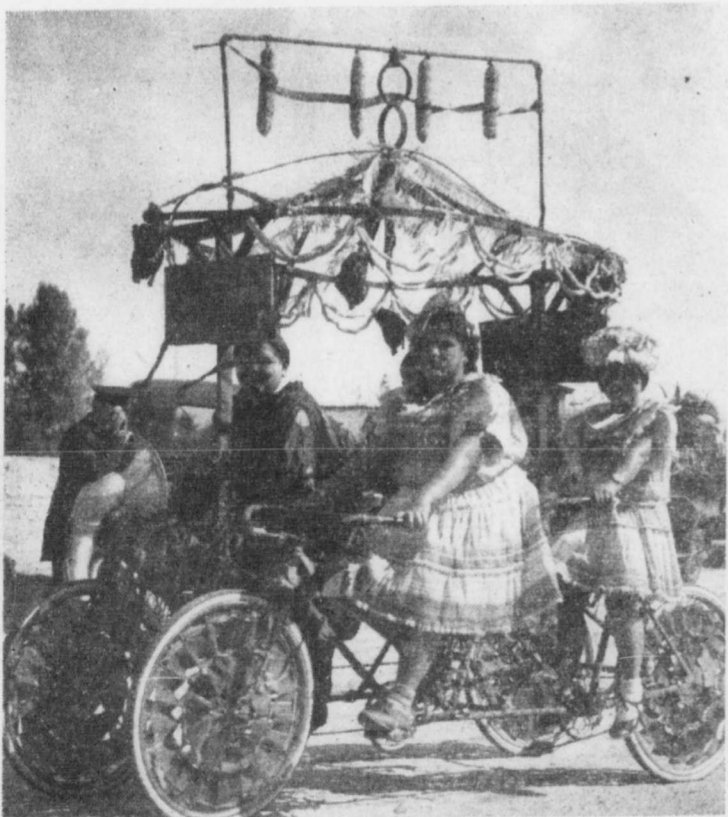
THE FIRST—Here's a picture of the original adobe now a part of the Oasis hotel. It looks a bit different now but the old structure is still there, foundation for the modern hotel.



FIRST PLANE—Here's a picture of the first plane which served Palm Springs at the old airport. Gus Parrish is shown checking them in. The plane was a war victim and is now on the bottom of the Atlantic.



PARADE—Here's an entry in an early parade. The signs on the truck show whose it was. Note the motive power.



APPETIZING—Here's another view of an early day Circus Parade. It's the Harry Mutascio family and the float publicizes Harry's Cafe, then in the 200 block on North Palm Canyon.



AIR VIEW—Here's an early time airplane photo of Palm Springs. You can pick out the structures still here. A significant feature

of this picture is the vacant lots shown then—they aren't vacant now.



LET IT SNOW—Does it ever snow in Palm Springs? Look to the right. That picture shows the Village under a mantle of "the beautiful."



BICYCLE RIDE—They dress differently for bike rides these days but this was taken at the Desert Inn before the days of shorts and shows a merry group getting ready to take off.



ORIGINAL—Here's the Community Church, pictured as it stood up to ten years ago at Andreas road and Palm Canyon drive.

Fourteen Years Ago In The Desert Sun

January 1, 1932: Second rodeo here on Sunday January 3, promises an afternoon of thrills. A boy's school was established at the Deep Well Ranch and the Desert Riders breakfasted under clear skies in Smoke Tree Forest.

January 2, 1932: Samuel Untermyer, noted lawyer of New York City was back at his home in Palm Springs. Lykken's Department store moved to new quarters and the Bullocks Desert fashion show was to be held January 14. Expected to move into the new Carver building are the Bank of America, Palm Springs Drug company, Palm Springs Market and the French Booterie. Officers of the Bank of America showed that Philip L. Boyd manager, A. J. M. Gardiner, assistant manager.

January 15: Professor Albert Einstein and Frau Einstein were staying at the El Mirador as was Miss Pola Negri, Mr. and Mrs. Lew Ayres (Lola Lane) Stanley Barbee and Mr. and Mrs. Jimmy Durante. The professor was scheduled to play a violin with the band that night. The Bank of America opened the door

of its new quarters on Saturday. From 2 to 5 p.m. open house was to be held.

CHURCH AND SCHOOL

January 22: Parent-Teacher association were scheduled to hold a dance-benefit for the grammar school cafeteria. Miss Katherine Finchey was elected to head that organization at a meeting on Tuesday. The Community church was seeking ways of becoming self-supporting.

January 23: The internationally famous horned-toad race was planned for February 10 and Bert Wheeler, comedian at the height of his fame was basking in the sun at the El Mirador. The Desert Inn was bent on embarrassing its guests by holding a spelling bee, of all things. The local airport, a sandy strip on the Indian reservation was claimed as a popular spot by aviators.

February 5: Governor James Rolph Jr., will be an honored guest at the horned toad race. Governor Olachea of Baja, California will also be present on February 10 when the event is to take place. Highway com-

mission officers checked 2,359 automobiles into Palm Springs last Sunday.

INCLEMENT!

February 12: The horned toad race was called off because of inclement weather. Governor Rolph still plans to attend the event the latter part of the week. Tuesday evening, the board of directors of the chamber of commerce met and elected A. F. Hicks as secretary of the chamber to succeed F. A. Warner, resigned. The Reverend B. B. Weatherall was to be installed as minister of the Community church, next Sunday morning at 11 o'clock. The Desert Pageant was scheduled to take place in November of next season.

February 19: The Field Club was gaining in popularity as a polo ground. (Not a bad idea today.) The Ogden Shuttle Air-lines of Los Angeles inaugurated twice a day schedule to Los Angeles and back. Mr. and Mrs. Charles Farrell have taken the Hansen home on Chino Drive for a month.

February 26: Tree planting along Palm Canyon drive is considered a worthy project. Earle Strebe and Frances Ann Bunker were quietly married last Sunday at Yuma, Arizona. They were receiving friends at their Tahquitz Vista apartment. Fred Payne Clatworthy was to lecture at the Desert Inn Sunday evening at 8.

March 4: Horse show to be in Palm Springs March 12 and 13. KECA Los Angeles radio station was to feature Palm Springs on one of its programs. Estelle Taylor was recuperating here from injuries received in an automobile accident. Sunday crowd enjoyed the glories of the desert.

CROWD JAMS ROAD

March 11: Sunday's auto procession through San Geronimo Pass to Palm Springs blocked the roads. The caravan was believed to be 30 miles long.

March 18: Just imagine! Headline on first page of The Desert Sun read: Palm Springs welcomes huge Sunday crowd. Occidental College Men's club were to sing at the Sunday services in the Community church April 1. (The annual lure to vacationers makes its appearance in the Desert Sun today.) The weather doesn't get hot in Palm Springs. May is the best time of the year. "Those who have remained through May in past years will testify that it is the best time of the year to spend in Palm Springs."

April 1: Today is the day the horned toad race was to take place with Governor Rolph and Gover Olachea of Baja, California in the Village to attend. Both are staying at the Desert Inn.

April 8: P.T.A. to hold baseball benefit here Sunday. Horned toad race a huge success with Governor Rolph's entry fouled up on the back stretch. Palm Springs Builder's Supply to move to new plant.

April 15: The El Mirador hotel closed its doors for the season. Palm Springs' charm lingers in the lap of glorious springtime and the chamber was to hold its annual meeting Tuesday evening.

April 22: Newly planted trees add to beauty of Palm Springs. Sixty children of the grammar school will present a program on Thursday night. Wednesday afternoon Mrs. Nellie Coffman entertained a large number of ladies of the village at a bridge tea, the last of such affairs for the season. The Desert Sun is now printing only four pages. The season is waning rapidly.

CALLS ON SUN

April 29: Cornelius Vanderbilt Jr., traveling journalist and millionaire called at the offices of The Desert Sun Tuesday evening. Local riders enjoy the beauty of the Santa Rosa mountains.

May 6: "East Palm Springs" was suggested as a better name for Cathedral City. (The argument is still hanging fire.) What's so fair as a day in May in Palm Springs? Presidential election returns indicated the sentiment of the Village. Hoover received 65 votes, Franklin D. Roosevelt 9 and John Garner 18 votes. Republicans here are quiet for the most part but are betting that the next president will be Herbert Hoover. A number of new Washington palms have recently been planted on Palm Canyon drive by A. F. Hicks.

May 13: Mrs. Lavinia Crocker, pioneer, is leaving Palm Springs for the summer. She originally owned the land on which the Desert Inn now stands. Mr. and Mrs. Earl Coffman and children have gone to the North Shore Tavern, Lake Arrowhead, for the summer where Mr. Coffman is manager of the Tavern. The George Robertsons will spend the summer in Banning.

May 20: Mr. and Mrs. Harry Brott spent several days in Los Angeles. Mr. and Mrs. R. E. Chaffey left for Los Angeles for the summer.

PLEA IS DENIED

Friday May 27: Cathedral City citizens lost their plea to rename their city "East Palm Springs." Approved by the postmaster in Washington, Riverside county authorities objected and the plea was denied.

From Friday June 10 to September 16, 1932 The Desert Sun featured news of the state, country, county, Banning and elsewhere except that of Palm Springs. It was too hot here. However, on the latter date, this paper headlined a feature in which it was predicted that Palm Springs was preparing for one of the busiest seasons in its history. Optimistically the story read: Palm Spring last year, took the depression with a smile. Affected somewhat by conditions throughout the United States the (Please Turn to Page Eleven)

WESTBROOK'S AUGUST Features

TIE YOUR FRIENDS TO
YOUR APRON STRINGS —

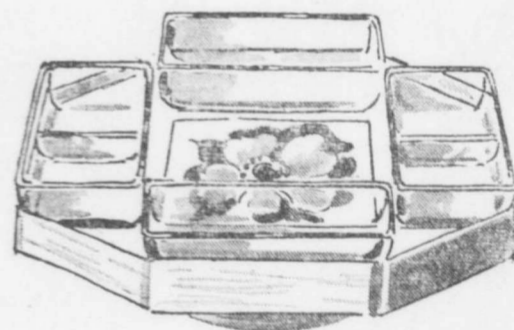
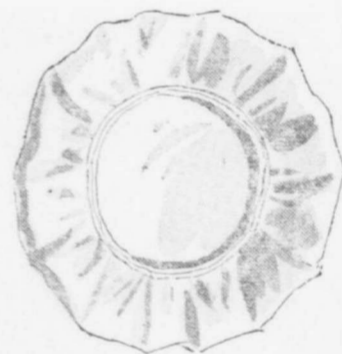
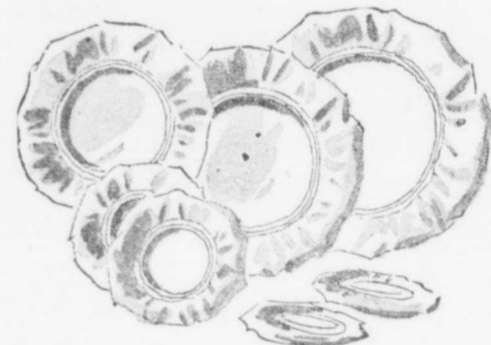
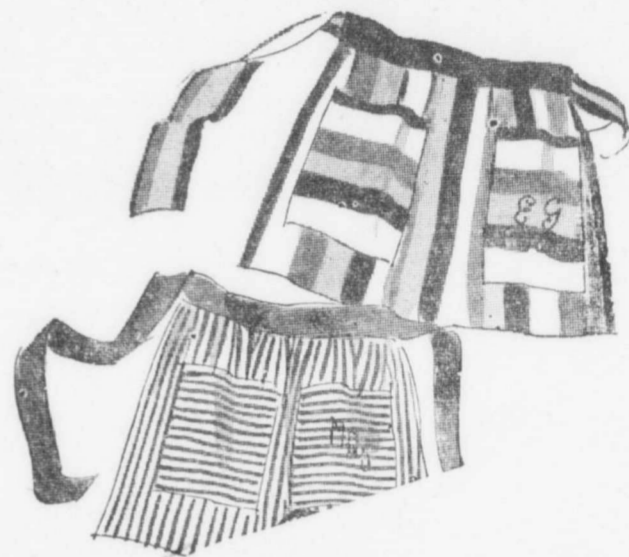


They'll like it when you look so gay and pretty in these new summer aprons. All original — no two alike. Crisp organdie and print combinations, each \$2.95. Soft lawn and print, each \$2.75. And "Just Alike" Mother-Daughter sets. (Adorable on the Small Fry, too). Set, \$4.95.

Then a dash of originality when you serve those cool summer meals—and you're in! Tall glasses, big bowls, crisp salad, pretty table—they're all a part of the summer picture.

By the way, a big help is the "Lazy Susan." As shown \$15. Hot food servers and tile inset tray, three pieces, \$7.50.

Another summertime help you'll appreciate is "Seal-Sac." Clear Karaseal Covers for food protection in and out of the refrigerator. Bowl Cover set \$1. Food Bags \$1.50, \$1.75 and \$2. Toaster Covers 90c. Roaster Covers \$2. Mixer Covers \$1.50.



MRS. LAURINDA L. STARLING
FACTORY CONSULTANT,

will be in our housewares department demonstrating the

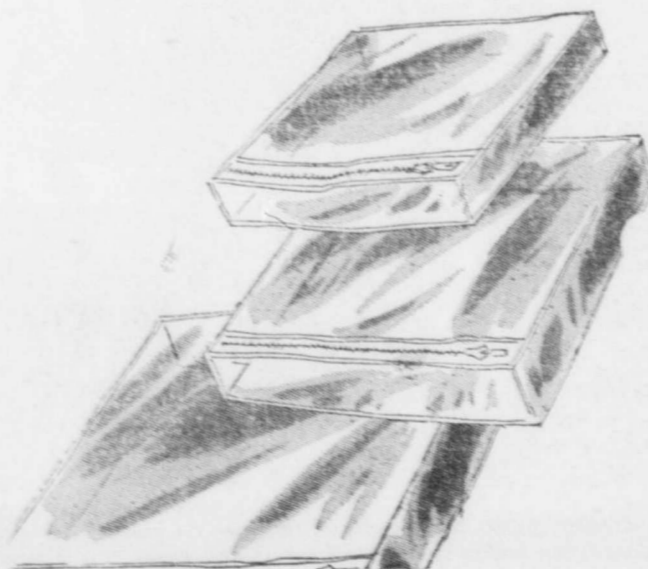
MIRRO-MATIC PRESSURE PAN
THURS. and FRI., AUG. 15 and 16

"have a chair"
NEW ENGLAND
Rock Maple Rocker

Sorry we can't show you a picture of this rocker, but we can tell you that it's both comfortable and good looking. Ruggedly made of genuine New England Rock Maple for beauty and long years of service. Pegged construction, with spring-filled back and seat cushions. Easy to slip cover. Colors are blue, rose and combinations. We've only a few of these rockers, so we suggest that you choose yours right away.

Special
\$39.50

Remember
Western Days
Sept. 6, 7, 8



WESTBROOK'S
RIVERSIDE
3750 MAIN STREET
FREE PARKING IN REAR OF STORE
For Your Information:
WESTBROOK'S
NOONDAY NEWS
Monday Through Friday
KPRO — 1440 On Your Dial

Thanks

We are deeply appreciative for all of the nice things you fine people of Palm Springs—and the desert—have expressed both in letters and in verbal pats on the back. You made this anniversary edition of The Sun possible. To know that people are aware of what you're trying to do is the greatest reward anyone could ask.

The Sun's policy in all of these years can be summed up in one sentence—"First and foremost for the world's first and foremost desert resort—Palm Springs." This has always been the policy and always will be the policy of The Desert Sun.

Again, thanks to all of you, for your unanimous recognition of this and your kind words.

THE DESERT SUN STAFF

Cool Off

Drive Up This Evening — To Banning
For a Wonderful

MEXICAN DINNER

Enchiladas — Tacos — Fritos — Pimientos — or a

BROILED STEAK DINNER

—or— FRIED CHICKEN DINNER

at the

EL ORO GRILL

Two Miles Beyond Banning — Open Sundays 1-11 P.M.
Closed Wednesdays — Open Every Other Day 5-11 P.M.
For Reservations Phone Banning 3145

S
A
M
S

Sixth Street and Edgar Avenue
Beaumont, California

Roast Prime Ribs
Baked Virginia Ham
Fried Chicken

Broiled Steak
and
Seafood Dinners

Served Every Day
Butter Served with all Meals

C
A
F
E

Hotel Del Camino

Laguna Beach, Cal.

A Honeymoon Paradise
Overlooking the Blue Pacific
Reservations direct or
Times Resort Bureau

FISH! at CABRILLO BEACH

SAN PEDRO, CALIF.

Operated under the supervision of the Los Angeles
Playground and Recreation Dept.

"RAMONA"—Leaves 7:30 A. M.—12:30 P. M. (Local 1/2-Day Boat)

"FREEDOM"—Leaves 5 A. M. for Catalina

"Seabiscuit" Skipped by Sammy Spencer
(Limit Load Boat)
Leaves 6:30 A. M. Daily for Catalina

LIVE BAIT BARGE — HOURLY

Fish as Long as You Like

PRICES

ALL DAY BOATS (Limit Load) Tax incl. \$5.15

1/2-DAY BOATS Tax incl. 2.65

BARGE Incl. Tax and Transportation \$2.00

PLEASURE CRAFT CO.

SPORT FISHING DIVISION

For Reservations and Information

PHONE TERMINAL 2-5356, SAN PEDRO
(Please mention The Desert Sun when you call.)

DUTCH BOY

A Famous Name in Paints

QUICK DRYING ENAMEL

WONSOVER

SATIN EGGSHELL

FLOOR ENAMEL

SASH AND TRIM COLORS



Dutch Boy Products are kept up
to a high standard at all times.
They protect and beautify every
type of surface.



CLARENCE I. SCOTT

PAINTING CONTRACTOR

Painting - Decorating
Interior & Exterior

689 South Palm Canyon Drive

Phone 5964

MORE ABOUT ...

Fourteen Years ...

village enjoyed a large volume of business." Earle C. Strebe who has successfully operated a theater in the school house has announced plans for the erection of a new theater to cost \$12,000. The auditorium will seat 500 people. The show house will be located in El Paseo building.

September 30: Thomas Lipps has acquired the ownership of the Del Tanquitz hotel. Palm Springs will be advertised in picture story in 400 theatres throughout the country. School enrollment showed an increase over last year.

October 14: The season is getting under full swing again. The Dunes Club will open Saturday; famous movie stars are now sojourning here; local realtor to organize really board and Earle Strebe will open his Palm Springs theater tomorrow. Herbert Samson has returned to the Village after spending the summer at Lake Arrowhead as an accountant for the Arrowhead Hotel.

STARS IN POOL

October 23: Olympic aquatic stars will cavort at the Desert Inn pool on Sunday. There's a war going on between this city and the Coachella Valley Water district over water rights. A large hangar was to be built at the local airport.

November 4: Palm Springs won its fight with the Coachella Valley Water board. In a hotly contested election, all of the board members were recalled. The chamber held its first meeting of the year. The first display ad, featuring the bill at the Palm Springs Theater appeared in the Desert Sun. The Safeway advertised ham butt or shank at 13 cents a pound and center cuts by the slice at 28 cents. (This week the latter was selling for 37 cents per pound.) The Doll House told the world that it could get dinners there at 85 cents a piece.

Friday, November 11: The El Mirador opened with a swimming attraction on Sunday. Philip Boyd was now a member of the advisory board of the Bank of America. Other hotels were opening.

VILLAGE GROWING

November 25: Postal receipts show an increase in population. The Scout's hut was to be dedicated tomorrow. Legislators and publishers to meet in Palm Springs December 3. The Junior Chamber of Commerce was now a going concern. President was James Geggie, vice-president Harold Hicks and Herbert Samson secretary-treasurer.

December 2: Newspaper men have gathered in Palm Springs. Governors, Congressmen and politicians have also arrived to woo them with speeches and praise. The Junior Chamber added 11 new members at their first meeting.

December 9: There wasn't much doing this week. The Deep Well Ranch was to open. The Desert Riders continue to find charm on the desert and the publishers had a swell time at the convention here. The Bank of America pointed out that the increased value of the dollar justified the return of normal spending.

December 16: Rainfall in Palm Springs totaled .65 of an inch. Snow fell in Imperial Valley for the first time in 157 years. The chamber of commerce moved next door to The Desert Sun. The El Paseo theater will remain open all week now.

AERIAL COMMUTER

December 23: Paul Lukas is acclaimed as an aerial commuter

Flood Committee Studies Proposal of Village Member

Herbert Samson of Palm Springs, commissioner from the sixth (Palm Springs) district of the County Flood Control and Water Conservation district, precipitated a discussion at this week's meeting of that group with county supervisors, which may lead to greater flood protection in the future.

It was the Villager's contention that over-zealous subdivision operators might offer for sale land subject to flood hazard. Regulations governing the placement of new subdivisions on the market should provide a means of dealing with such a situation, he said.

FOR STUDY

It was decided by the flood control district and county supervisors to seriously consider some plan of requiring subdividers to submit their plans to representatives of the flood control group for approval or rejection.

A budget of \$177,920 for flood control work was approved and will be presented to the board next Monday with other recommendations concerning personnel matters.

TOUCH ON DANGERS

In several southern California floods in the past decade, the tremendous losses occurred where people had built right in the paths of previous floods and on debris cones.

Because of the rapid growth of Southern California in general and of Riverside county and the Palm Springs area in particular, it was pointed out that some steps to prevent innocent buyers from planting themselves in the face of possible floods should be taken.

Walton Here for Insulation Firm

G. L. Walton has been named representative for the County Insulation company, Johns-Manville products, for this territory. He succeeds Burt Heiser, former All-American griddier, who is now manager at Lake Gregory.

The company is prepared to install insulation in old and new homes. The insulation is "blown in" Walton said, leaving no mess or muss. It is designed to provide cooler homes in summer, warmer in winter.

Walton's temporary headquarters are with Ralph Young, building contractor, at 197 Via Lola.

Walton is now in quest of a home here. His territory includes Indio, Beaumont and Banning as well as the local area.

Cool—Isn't It? Well, Not in Village

From Lake Mary in the Mammoth region of California comes a card this week with a beautiful picture of lake and snowclad mountains.

"This is the view from our front porch. Phat. Cool, isn't it?" Al E. Hoover.

between Palm Springs and Los Angeles. He was flying his own private plane in those days. Christmas and New Years was approaching. There was plenty of snow on the mountain tops and the temperature reached a low of 32 degrees.

December 30: Last edition of the year for The Desert Sun. Roddeo was to be held at the Smoke Tree Ranch on Sunday; Jan Rubini to perform at the Desert Inn; opening of the new Palm Springs Theater was to take place on Friday.

TEX DRISKELL

RADIO

Sales and Service

171 N. Indian Phone 3403

SPEAK UP —

LISTENER!

KCMJ

1340 on Your Dial

★ Painting ★ Decorating ★ Paperhanging

Interiors & Exteriors

We Do Spray
Painting As Well As
Other Kinds of
Painting.

SERVING PALM
SPRINGS AND VICINITY
THE YEAR AROUND

ANDRE

THE DECORATOR

Phone 8777

Early Mornings and

Late Evenings

—Phone 7475

Says Desert Sun And Village Grew Up Hand in Hand

Mr. Carl Barkow
Desert Sun
Dear Carl:

It was eighteen years ago this fall when I first made the acquaintance of the Desert Sun, and its editor-reporter-advertising manager and "man of all work, Carl Barkow." I had just arrived in the village, and the old-timers were still talking about progress represented by the paving of the Main Street, and the weekly newspaper, then two years old and thriving.

The progress of your newspaper has kept pace with the progress of the community, and the two have gone hand in hand through the years. It has never been on your mat-head but you seem to have been guided by that sound newspaper principle, "all the news that's fit to print."

By careful, honest reporting of news happenings and supporting what is best for Palm Springs you have earned the esteem of businessmen and home-owners.

I believe that your newspaper has been a very wholesome and very helpful influence in the town we call home, and may you continue as such in the Greater Palm Springs to come in the period of growth before us.

Congratulations to you and Harold, Phat and Grant.

Sincerely,

HERBERT SAMSON

Co-Operation Of Sun Praised By Museum Head

Carl Barkow
Publisher
Desert Sun.
Dear Carl:

We of the Palm Springs Desert Museum are deeply appreciative of the fine cooperation always received from the Desert Sun.

It has been recognized that the interest your paper has shown in the activities of the Desert Museum with the publication of articles, stories and publicity has aided considerably in the interest shown by residents and visitors in the Palm Springs Desert Museum. From a standpoint of value the space the Desert Sun has given us cannot be measured by any means, in dollars and cents. We are truly grateful.

Yours for continued success on entering the 20th year of publication, we remain,

Sincerely yours,

FRANK BOGERT,

President.

We shouldn't close the door to all immigration, but we need to maintain at all times a firm and realistic control of the flow.—Huntington Advertiser.

Friday, August 16, 1946
PALM SPRINGS, CALIF

The Desert Sun—11

Parcel Post for Germany Renewed

Effective this week, ordinary gift parcels subject to weight and size regulations, will be accepted for delivery to the British zone in Germany. Postmaster R. M. Gorham said today.

The weight limit is 11 pounds and the packages must not be more than 72 inches in girth.

Village Electric Company

Construction — Maintenance — Repair

238 East Andreas Road

O. L. "Otto" Greenwood Phone 2172



Save on your "SUN-DAY" needs at Wages Hardware now for pleasant moments this summer with the assurance that these quality products will continue to serve you next year and for many years to come. Practically all this merchandise was purchased by us while OPA was still in existence and WE HAVE NOT RAISED OUR PRICES.



GARDEN
CULTIVATORS
\$1.25



Union Ball-Bearing
ROLLER SKATES
\$4.15



Full Line
COOKING UTENSILS
Revere Ware, Stainless Steel
with Copper Bottoms, Priscilla Aluminum Ware and
Cast Aluminum Ware.



Full Line of
GARDEN TOOLS
Get Ready for Your Fall and
Winter Garden.

J.C. WAGES
HARDWARE and ELECTRIC
TELEPHONE 3636 - 175 W. RAMSEY ST. - BANNING, CAL.

AIRCRAFT OWNERS

PARTS & EQUIPMENT FOR YOUR SURPLUS PLANE NOW ARE AVAILABLE NEAR YOU

ENGINES—Radial and Inline type
TIRES and TUBES—Various sizes and condition
LINK TRAINERS—C3 and others
PARACHUTES—Personal type
AERIAL CAMERAS—Equipment and parts
BARRAGE BALLOONS—Various sizes
HEATED FLYING SUITS—Personal type
SPECIAL TOOLS AND TESTING EQUIPMENT

The government-owned surplus parts and equipment for sale are located at various depots in Southern California, Arizona and other western states. Inquiries and offers to purchase should be sent to War Assets Administration, Aircraft Division, 155 W. Washington Blvd., Los Angeles 15, California.

For those interested in acquiring components and parts of aircraft that have been declared surplus to War Assets Administration, the following listed distributors have been approved as of July 1, 1946, and will sell the available stock.

AIRCRAFT PARTS & COMPONENTS

AIR PARTS INC.

723 Sonora Avenue
Glendale 1, Calif.

GENERAL AIRCRAFT CO.

5514 San Fernando Rd.,
Glendale, Calif.

GRAND CENTRAL AIRPORT CO.

P. O. Box 1315
1224 Airway Drive
Glendale 5, Calif.

AVIATION MAINTENANCE CORP.

Metropolitan Air Port
Van Nuys, Calif.

PACIFIC AIR MOTIVE CO.

6265 San Fernando Blvd.,
Glendale 1, Calif.

CHARLES RABB CO.

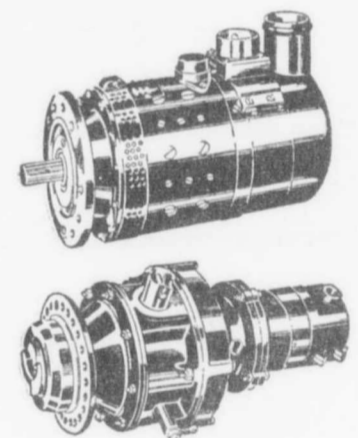
1007 Airway Drive
Glendale, Calif.

DUMONT AVIATION & SUPPLY

Palmer Avenue
Compton, Calif.

HARTWELL AVIATION & SUPPLY CO.

3417 Crenshaw Blvd.,
Los Angeles, Calif.



RYAN AERONAUTICAL CO.

Lindbergh Field
San Diego 12, Calif.

SOLAR AIRCRAFT CO.

220 Pacific Highway
San Diego 12, Calif.

AIRFRAME PARTS

DOUGLAS AIRCRAFT CO., INC.

Santa Monica, Calif.

AIR RESEARCH AVIATION SERVICE CO.

9507 West Imperial Blvd.
Hangar #5, Municipal Airport
Los Angeles 45, Calif.

AIRCRAFT HARDWARE

CLARY MULTIPLIER CORP.

1524 North Main St.
Los Angeles 12, Calif.

425 East 54th St. (Warehouse)

PARKER APPLIANCE CO.

6828 Avalon Blvd.
Los Angeles 3, Calif.

COLLINS ENGINEERING CO.

9041 Linblad St.
Culver City, Calif.

AIRCRAFT HARDWARE & MFG. CO.

2344 East 38th St.
Los Angeles 4, Calif.

This surplus property has previously been advertised and offered to priority claimants, including certified veterans of World War II.

WAR ASSETS ADMINISTRATION

Aircraft Division

155 W. Washington Blvd., Los Angeles 15, Calif. • Phone: Richmond 2311

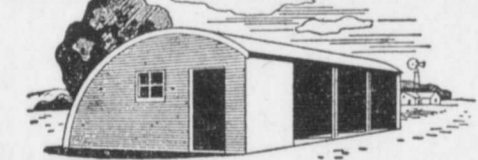
"Quonsets" FOR FARM AND INDUSTRY



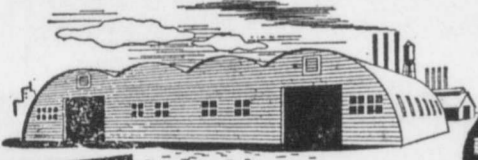
"Quonset 40"



"Quonset 20"



"Quonset 24"



"Quonset Multiple"

ALL-STEEL BUILDINGS AT LOW COST

Adaptable to hundreds of farm and industrial uses, Stran-Steel "Quonset" buildings are filling a steadily increasing need for low-cost, all-purpose structures.

Available in a variety of sizes, "Quonsets" are framed with Stran-Steel nailable framing members for strength and rigidity and the simple attachment of exterior and interior collateral materials.

Features include clear-span construction (except in the "Multiple"), for 100% usable floor space ... all-steel materials, for fire-safety, permanence, and freedom from weather and rodent deterioration. The Stran-Steel framing system permits the easy addition of sections or the dismantling of the entire building for re-erection elsewhere.

Stop in today for details and prices.

Stran-Steel "Quonset" buildings are products of Great Lakes Steel Corporation, a unit of National Steel Corporation.



BRAMAN-DICKERSON CO.

Immediate Delivery on Models No. 20 and No. 24

4240 Main Street

Riverside

Telephone 662

Congratulations To The DESERT SUN

on 20 years of achievement.
Achievement such as this goes
hand in hand with experience
in real

Service

For over 20 years Winifred
Parsons has had the experience
of giving

Real Service

'For good counsel on Real Estate'

WINIFRED PARSONS

REALTOR

Member Palm Springs Realty Board

GRAHAM DEXTER, Associate

428 N. Palm Canyon Drive Phones 4201 — 6613

JACK M. ROSE

All Kinds of

INSURANCE

Has Moved To His New Office

467 N. PALM CANYON DRIVE PHONE 3513

Anybody Can Use Classified Ads — Smart People Do!

HAMMADA



—By—
LLOYD
MASON
SMITH

OAK CREEK CANYON—Part II

Chico awakened us at 6:00 a.m., since we had overslept the previous morning, but Jack refused to budge until an hour later. We showered and dressed, ate a hurried breakfast, and headed out west on Highway 66 again, turning south by the college. However, just a mile or so down this route, we turned off to the left, onto a dirt road that angles to the southeast. Our goal was the chain of lakes to be found there. Lake Mary was the first we encountered, and a beautiful lake it was, too, about six miles long and half a mile wide, its banks studded with thick growths of yellow pine. The clouds were forming over the horizon so we hastened on. At the far end of the lake we drove off to the bank. Jack locattd a wonderfully gnarled and twisted dead

Exceptional

RESIDENTIAL LOT

134x200 deep

Near Racquet Club

Only

\$4,000

Peter B. Sheptenko

Realtor

475 N. Palm Canyon Dr.

Telephone 7366

— or 3304 —

Associate Brokers

Chet Hooper

Don Fry

AN ALLOWANCE AS YOU'D LIKE IT

DAD, THAT FIFTY BUCKS YOU
GAVE ME YESTERDAY IS ALL
SPENT—WILL YOU GIVE ME
FIFTY MORE?



REFRIGERATION AS YOU'D LIKE IT

TEX DRISKELL

SALES and SERVICE

171 N. Indian Phone 3403

pine trunk at the water's edge, and had Chico climb out on it for a reflection.

The pictures he took here are some of the most scenic of the whole trip. Far across the lake we could see a big mass of white geese swimming offshore.

DIFFERENT TRIP

Continuing on south, we next approached Mormon lake. It had been at least six years since I had last been here, and how well I recalled that trip, at night with the rain pouring down, the roads slippery and dangerous, thunder crashing overhead, lightning flashes lighting up the drenched forest around you, and over all the heavy aromatic odor of the pine forest. Today, weather conditions were quite the contrary. A breeze had sprung up, however, and so ruffled the water's surface as to make any further pictures with reflections impossible.

We drove on around the southern end of Mormon lake and half way up the western side, where another little-used road branched off due west. This route should take us to the top of Schnebly hill . . . we hoped. Mile after mile of rough untraveled dirt road we traversed, and never a single signpost. We began to get worried. What if we had taken the wrong turn? Where would we end up?

Soon the road branched. Hesitating a few minutes, we finally decided on the left fork, and bounced down it for several more miles. Then we came out onto a clearing, at the opposite edge of which was a lumber mill. Again the road forked. Here we debated more. Jack wanted to take the left one, but I opposed, since it led off straight south, away from our goal. The one to the right, going on to the sawmill, seemed the more likely to me. A flip of a coin and we did go further directions at the mill.

NO SIGN OF LIFE

There was an eerie silence as we approached the buildings ahead, all of the usual sounds you associate with such a busy place were oddly absent. Nor was there a sign of life anywhere. We drove by the outlying cabins, and hollered. No one answered. From far off came the low discordant cries of a blue-jay. All else was quiet. The buildings were either padlocked or their doors agape, the rooms in view within empty and dust-covered. We circled around by the big building which housed the saws. Still not a living soul. A flat-car stood by the railroad tracks, overturned on its edge, its cargo of big 6"x6" fresh pine planks dumped into a pile where they had tumbled. An upset, empty garbage-can stood by the mess hall, beside the door of which hung a mute triangle of iron. Again we halloooed, and again no reply. Only the wind sighing thru the pines overhead. What a deserted, weird place this was, and in broad daylight. I was thankful we weren't there after dark.

Just across the railroad, another road continued due west, so we selected it and once more were on our way. Six more miles and we came out on a wide flat, cultivated in grain. A sign here, the first in the entire stretch, notified us that we were in Munds Park. Nearby we passed a rustic farm with a picturesque corral and barn, and as usual, we could not pass it by without a picture.

ON RIGHT ROAD

Another sign here said Schenbly Hill, straight ahead, so we knew we were on the right road at last. Soon we arrived at a small lake and a cluster of boarded-up cabins and a huge lodge, over which was a big sign: Foxboro Farms. Again desolation was dominant in this area, so we didn't stop.

A few miles further on we rounded a curve, coming out on the very edge of Schnebly Hill. The view was breath-taking, for far below us, to the west, lay Oak Creek canyon, with the main

highway a mere black line from this height. Beyond were the row of red monuments we had seen from the hill the day before. To our left was a ridge or more of the huge crimson sandstone formations, with our road winding down their side and through them. It was here that the memorable scene of Gene Tierney scattering her father's ashes from horseback, in the film "Leave Her to Heaven," was filmed.

Descending to Sedona, we backtracked up the paved highway to the bridge again, where yesterday the clouds had prevented our taking any pictures. In backing up to park off the road here, Jack inadvertently rammed right into a fence post, nearly ripping the right fender off the station wagon! Just one more incident in the long list of bad luck he had had since the trip began.

VISIT FILM SET

Returned to Sedona and headed for Republic Pictures' movie set, which proved to be on this end of Red Rock canyon. It was a bit disappointing after seeing the elaborate locale built by Fox in Monument valley; this one consisted of but half a house and half a barn, with a corral thrown in. The background was truly beautiful, however, and should make up for any lack of edifices. Probably the plot of the John Wayne story doesn't call for anything more than just a small ranch. The Warner's set we never did see, but learned indirectly that they had used the Doodlebug ranch.

Heading on east, toward Montezuma's castle and well, we next sought out a well-known private ranch we had heard about but as yet not seen: the Charles Ward ranch. Mr. Ward proved to be at a business conference, so we

were not accorded the privilege of meeting him. We did get a quick look about the ranch, however, and what a remarkable place it is, so luxuriously appointed and yet so isolated out on the desert, with tiled swimming pool, spacious green lawns, landscape shrubbery all around, and the deep maroon tile-roofs of the Spanish-type home itself. We longed for a peek at the inside.

We returned to Flagstaff, where Jack found some of his processed 4x5 Kodachromes awaiting him. On examining them, he found that there was something wrong

with his Graphlex camera; ever so often one of its pictures would be fuzzy and indistinct. On the other hand, the Graphic was working beautifully on every shot. More trouble and worry for him. If it isn't the weather, it's something else: losing his pen, tearing off a fender. Then, to top it all, next day it rained continually.

Chico had caught a cold, but in spite of it remained as good-natured and humorous as ever. While the station wagon was being repaired, we got a taxi and went out to the Museum (Please Turn to Page Thirteen)

EXCELLENT VALUE

60' x 140' Lot

ON NORTH INDIAN AVENUE

IN CHOICE LOCATION

ZONED FOR

BUNGALOW COURTS

Priced to Sell

Billy Wright and Harold Tracy
REALTORS

Associate — BILL GODLOVE

437 N. Palm Canyon Drive

Phone 5727

CONGRATULATIONS

Carl and Harold Barkow

On the Start of Your Twentieth Year
of Publishing The
DESERT SUN

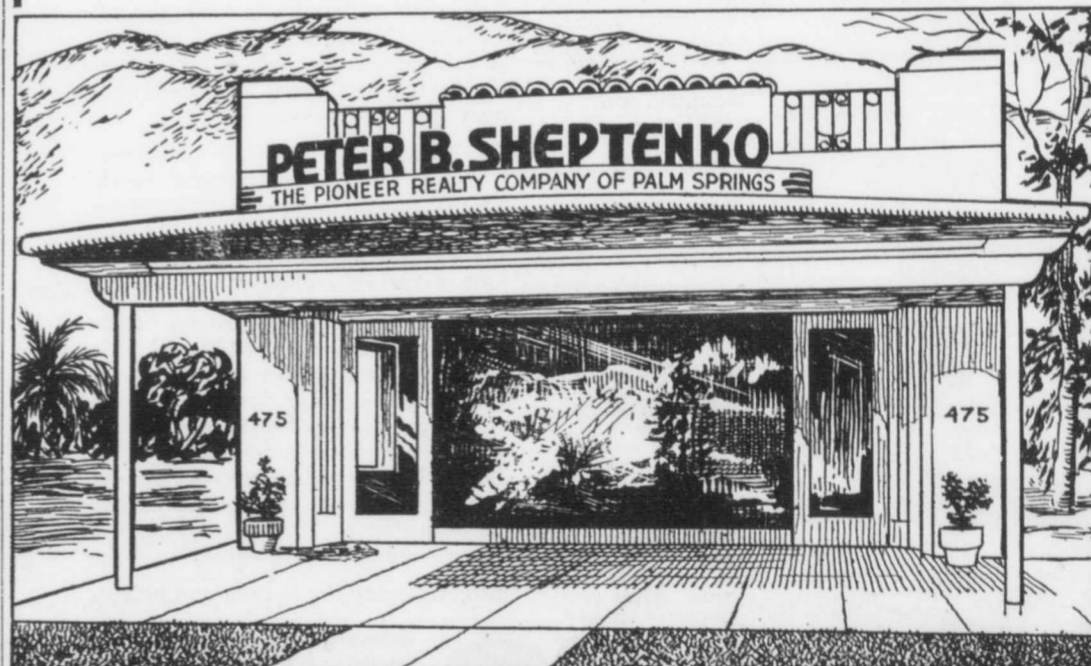
In our ten years of progress and confidence in
the future growth of Palm Springs, we salute you

GROWING WITH PALM SPRINGS

1936



1946



475 North Palm Canyon Drive

Phone 7366

DAVE BIXLER

Associate Brokers

DON FRY

CHET HOOBER

For the Convenience of Palm Springs

HOTEL AND APARTMENE

HOME OWNERS

MANAGERS—

AND BUILDERS

—WE HAVE

A complete DECORATING

&

CONTRACT SERVICE

We have for immediate delivery —
Furniture and Furnishings of all
kinds — Bedroom, Living Room,
Patio, Floor Coverings, Drapes,
etc. Until our fall opening in the
'Arcade' we have available every
service desired —

FOR FURTHER INFORMATION — CALL OUR
MANUFACTURER'S REPRESENTATIVE —

RAY KELLEY

at phone 2104

or Write to

P. O. Box 1060

Boulevard Frontage

60 feet on Palm Canyon
Dr. running through to
120 feet on Indian Ave.
Double corner.

Priced for quick sale

Only \$40,000

See

**Peter B.
SHEPTENKO**
REALTOR

475 N. Palm Canyon Dr.

Telephone 7366

Associate Brokers

CHET HOOBER

DON FRY

OPEN ALL SUMMER

L. A. EXAMINER

A. V. LINKLETTER

Phone 3823 Palm Springs

Grief in Common

Mr. and Mrs. Roy Eshleman and his sister, Mrs. Maude Robinson of Greene, Pennsylvania, are the houseguests this week of Mr. and Mrs. Harold Lienau. The Eshleman's son, Lt. Edgar R. Eshleman, was the navigator on the ill-fated bomber which crashed December 11, 1944, while returning from a mission over Germany, claiming the lives of the entire crew, including the Eshleman's son, Sgt. Herbert H. Lienau.

The Eshleman's trip across the continent is being made primarily to meet the families of all the crew members. They came west by the northern route, on their return home they will make stops in some of the mid-western and southern states.

BANNING MACHINE SHOP

Metal Repairs — Alterations
Blacksmithing

All Types of
STEEL

All Kinds and Sizes of
BOLTS

Complete Line of
BRASS BUSHINGS

Experienced Workmanship

LEONARD COVINGTON

Owner
215 E. Ramsey Phone 4732
Banning

RAY'S AUTO SHOP

Hudson Dealer

NEW and USED CARS

Complete Service
All Makes

Fender and Body
Painting

Motors — Brakes
Electrical

RAY HEARN
Phone 4872

575 W. Ramsey St.
Banning, Calif.

Gorgeous Home in Las Palmas

Finest Construction
in Palm Springs

Large living room, large den, fireplace in each — 5 bedrooms; 5 baths, all tiled; hardwood floors, central heating system. Sun patio encircles home. Double garage. On two lots. Room for pool. Unfurnished —

\$65,000

(Can be bought furnished)



475 N. Palm Canyon Dr.
PHONE 7366

— or 3304 —
Associate Brokers
DON FRY
CHET HOOBER
Open All Summer

What Goes On at Rancho Mirage

For twenty years I have been getting my mail mixed up with Trust Officer Don Cameron of the Union bank in Los Angeles but it is even getting worse around here. Besides Don Cameron, Don Maher and Don Admiral, we are getting now Don Cameron Griffin, no relation, but named for the trust officer. He comes all equipped with plans for a new home and a priority and will build on the boulevard. He came down here with his father, Judge Griffin of Beverly Hills, and Michael O'Rourke, postmaster of Beverly Hills, who has a lot on the boulevard too and soon expects to be in hailing distance of young Don.

THE MINT DOES IT

Here it comes, folks. That topped his new home here with one of those cement and pumice roofs we have all been hearing about. This should surely keep Herb and Janet cool in the summer and nice and warm in the winter.

One of the major items in my daily time budget is that of finding who when I want him. Always when I look for welder, Bill Chamblis, Roofer Valenzuela, Ponce, the Cuban sign painter, or Jose Verdugo, the adobe man they just don't seem to be there. Anyway, I have Chamblis located. If you want him just jaunt up to Whitehorse, Alaska. Who knows where the others may turn up.

OH! THAT NECKTIE!

Albondigas—if you don't know what this is just ask the Churches, Betty Bleeker, Mary Cameron, Pancho Reyes, Chuck Drew or Ted Hutchison, who have tried them at our Legion Clubhouse. The mint does it.

Here is comes, folks. That thing I have been talking about for so long—my vacation. This is how it happened: Yesterday, Bob Ellsworth of Palm Village called up to ask if I were going to the Legion Convention in San Francisco and if he would see me there. Then along came the old buzzard from Thermal, George Boldin, to ask me the same thing, so I picked up the phone, called Bill Reichel in Oakland and he placed us in the St. Francis for the convention. Then I called Jim Randall, another Rancho Mirage, of the Western Air Lines, who procured tickets for Mary and me on the plane, Monday. Now all I need is a pair of socks, a necktie and some store clothes—some of that stuff they wear in the city. Cherrio, mates!

MORE ABOUT...

Hammada...

of Northern Arizona again. It was Chico's first visit there, and I was anxious to note his reactions. Jack stayed home to change film.

As I had anticipated, the exhibits of the museum, so neat and orderly, so artistically arranged, caught Chico's eye, and he read every single label in the place. It was still drizzling and the afternoon was young, so we wandered upstairs to the little library there and whiled away another very profitable hour by glancing through some of the publications.

The rain temporarily abated, we walked the intervening four miles back to Flagstaff, the hike refreshing us for dinner. While Jack typed, Chico and I that night went to a second-run double feature at the local cinema; it was very boring, but the popcorn we had purchased outside was delicious.

STILL FIND SNOW

Next afternoon, the weather had cleared sufficiently for us to take a quick run up to the Snow Bowl. This road takes you on past the museum, on around the southwest flank of the San Francisco peaks and up into them from that angle. We found the aspen groves stark and bare of leaves, their cream-white trunks in sharp contrast against the mountain side, like mere ghosts of trees. At their feet were still patches of snow, relics from the winter storms. Higher and higher we wound, up over 8,000 feet, until we at last reached the Ski lodge at the end of the road. Within walking distance of this are the famous ski runs, known all over the West; now they lay gray and idle, the snow melted and gone.

It was here that Jack had another bad bit of luck. He accidentally dropped an exposed plate-holder, containing two pictures, into a snow-bank; the water penetrated the holder and ruined two perfectly good films!

Next day the weather had taken a decided change for the better, so we concurred to leave Flagstaff, and push on north to our original objective: Rainbow bridge. That was a MUST on our itinerary, we all agreed. If we had known then what would occur on that long mule trip into Cliff canyon, we might not have felt so enthusiastic about it at all.

To be continued
Copyrighted 1946 by
Desert Museum

M. McCann

TIMES DEALER

Office, 173 E. Andreas Road
P.O. Box 1002 — Phone 4463

Statistics From Telephone Company Office Reveal Startling Facts About Growth of Village, Summer and Winter

A telephone man's view of present day Palm Springs shows up some things a bird can't see, according to Bill Nash, telephone company manager.

Of course, Nash said, anyone, man or bird, can see with half an eye that Palm Springs is growing more than apace, is annexing huge chunks of desert and pushing multitudes of new roofs into the simmering air. Stand on any street corner with one eye closed and you'll see the frames of buildings rising. Cook an ear and you'll hear the clank of hammers, the whirr of cement mixers and the growl of bulldozers shoving dirt all over the place.

FAR FROM DORMANT

This excited hum of building activity is, however, only a recent development. Things were quiet in a building way the past few years, but during that quiet period between 1940 and 1946 Palm Springs citizens were far from dormant. Each year showed a sky-rocketing increase of activity among the residents and this intensification of action can be clearly seen through the lens of telephone statistics, Nash said.

In February 1945, for example, there were 21 3/4 per cent more telephone stations in use in Palm Springs than in February, 1940, while the average monthly toll calls increased over 170 per cent. This enormous gain in numbers of conversations must be credited primarily in 1945 to Government activity, but in 1946, when civilians were back in force again, the figures are even more startling. The number of telephone stations in use in February 1946 was only 12 per cent greater than in February 1940, but the average monthly toll calls gained nearly 300 per cent. The use of telephones continues to expand in this city of open sky, indicating a widening of interests and an increase and diversification of activities which are creating more and more reasons why people find it necessary to talk with one another.

NO GHOST TOWN

And another telephone statistic, a June figure, verifies what everybody already knows—that

Palm Springs is no longer a summer ghost town—in June this year there were 173 per cent more telephones in use than there were in June 1940. The sum total of all the figures quoted add up to another important fact, Nash said, that telephone operators are just about the busiest girls in town.

"That Palm Springs will continue to grow year after year, summer and winter, is a reasonable prediction. We are awake," Nash said, "to the inescapable fact that this white city, sprawling at the feet of old San Jacinto, is the country's most popular spot in the sun; and are prepared, or will be when the manufacturers of equipment deliver materials and supplies, to take care of the coming season's increased telephone requirements."

Wife of Minister Bags Prize Fish At Orcas Island

Somewhere else in this issue is a letter from Orcas Island, Puget Sound, from Mrs. John R. Macartney, wife of the pastor of Community church, in which she says that while the minister is not so good at fishing he is wonderful at guiding the boat while she fishes.

Proof of that came in a postcard this week from Dr. Macartney, himself.

"Dead Friend: And was Mrs. M. proud! Brought forth a 27 1/2 pound baby. It's a boy! Quite an operation. Almost broke her back and did break her pole. Both doing well today. Am having the baby kept." Doc J. R. M.

The message created consternation in The Sun office for a while until it was decoded to mean that Mrs. Macartney had caught a 27 1/2 pound fish—and was doing well.

So is the good doctor.

CONGRATULATIONS — DESERT SUN

May you have many, many more happy and useful years.

—THE TAILORED LADY
Ruth Sushan

FOR THIS OCCASION
THE TAILORED LADY

Is offering —
Spring and Summer
Women's and Misses
APPAREL

— Many Broken Lots —
Dresses, Suits, Coats, Blouses,
Swim and Sun Suits at one fourth, one-third and one-half off, and less than half for quick selling to make room for fall models. Buy now and save.

PALM SPRINGS, CALIF.
Friday, August 16, 1946

The Desert Sun—13

Are You...

BUILDING? REMODELING?

Contact Us Immediately for

ATTIC EXHAUST FANS

— For Your Home or Industry —
24- 36- 40- and 48-inch Fans
Keeps the Air M-O-V-I-N-G
Revives and Changes
Old Air to New

ALUMINUM CLOTHESLINE WIRE

300' to a customer.

Just In — Paramount Coolers

REYN-O-CELL (Cotton) INSULATION

Flame-Proofed — Easy to Apply

FLUORESCENT LIGHTING FIXTURES

For Home, Commercial and Industrial

Nichols Electric

New Location — 7 West State Street
Just West of Security-First National Bank

Redlands, California

Phone 7986

NOW OPEN

Victor Hair Stylist

401 FARGO AVENUE, INDIO

One of the most modern and well-equipped Beauty Salons in Southern California. Restful Soft Lights — Comfortable Furnishings — Gleaming Mirrors — Cool Pastel Colors...

A Superbly Complete Beauty Service

A Complete Facial where Milady can secure
Beautifying Treatments in Absolute Privacy.

— DERMETICS — REVLO — CHEN YU — ORLE —

VICTOR — HAIR STYLIST

Owned and Operated by

Florence and Victor Villeneuve

Phone Indio 72181

20 Years Ago

THE DESERT SUN WAS A NOVELTY BUT THIS OFFICE WAS ALREADY WELL ESTABLISHED AND THE NAME HICKS WAS KNOWN TO STAND FOR WISE COUNSEL AND SOUND VALUES WHEREVER IT WAS MENTIONED IN CONNECTION WITH REAL ESTATE OR HOUSING MATTERS. THE SAME POLICIES PREVAIL TODAY. LET OUR EXPERIENCE HELP YOU.

LIST
WITH
HICKS

MIKE FLAVIN

HAROLD HICKS
REALTOR

813 N. Palm Canyon Drive — Phones 5353 of 6711

INSURE
WITH
HICKS

JOHN CHAFFEY

Events In 10th. Year Of Sun

Citizens of the United States are now slowly emerging from one of the worst depressions this country ever endured. Many are still in the back wash of economic disaster but Palm Springs is swinging into the winter season of 1937 with vigor and optimism.

January 1, 1937: New construction in Palm Springs amounted to \$3,410,750. The Plaza project alone cost \$750,000. Horse races were held at the Field Club January 2. Construction of the Tahquitz Vista apartments will begin next week. Adolphe Menjou has ordered the construction of a nine room house and one fully that large is to be built for A. F. Hicks. Incorporation of the city is planned and the committee of that project will meet at the school house January 4. The Palm Springs high school construction is planned for March of this year.

January 8: Federal government takes charge of the Palm Springs Indian reservation. The Lions club was to be formed. Eighteen business men met at Raymond Cree's office to organize. Only 11 of the 31-man committee for incorporation turned up. Frank Bennett, chairman, postponed the meeting.

January 15: Raymond Cree elected as president of the Lions club. Petition to incorporate city ready for signatures. Five hundred mail boxes ready for rental at the post office. Local people to compete in horse races Sunday. The Plaza opened with a double page spread in the Desert Sun announcing the event.

January 22: Reservation gets thorough cleaning. Field Club joined the Rodeo Association of America. Bill fights will be featured at the Field Club on Sunday January 31. Lions Club has 50 members.

January 29: Earle Strobe closed his Plaza theater because he could not get new pictures for each night of the week and the attendance at both that show house and the Palm Springs theater was insufficient to support a four day run of each exhibition. The Palm Springs Round-up promises to be a big event on Sunday.

February 5: First annual round-up begins Saturday February 6. More than \$1600 collected for flood victims. Traffic on Palm Canyon drive and Inditn avenue is becoming intolerable.

February 12: The worst flood in a long time occurred last Saturday and Sunday but Palm Springs came through unscathed. The surrounding country suffered severe damages to flood control systems, roadways and electric lines.

February 19: Eastern and foreign guests predominate at the El Mirador. Residents of Cathedral City will organize a chamber of commerce. W. R. Hillery is the moving spirit behind the organization. Famous riding groups to be here for Desert Circus. Sheriff Biscailuz of Los Angeles county will be the grand marshal of the parade. The Palm Springs Drug company sells 1000 airmail stamps a week. The Lions club received its charter Wednesday night March 6.

March 5, 1937: Palm Springs was getting ready for the Desert Circus. Sheriff Biscailuz of Los Angeles county will be the grand marshal of the parade. The Palm Springs Drug company sells 1000 airmail stamps a week. The Lions club received its charter Wednesday night March 6.

March 12: The Banning Union high school board purchased a 58 passenger bus and voted to drill a well on the site of the Palm Springs high school against the wishes of the Palm Springs delegates to the meeting at Banning. The Southern California Gas company will open its offices here for the first time next Monday. The Village is complete now. (Lots of gas.)

March 19: Students of U.S.C. journalism class will edit the next edition of The Desert Sun. Two hundred trailers will arrive here tomorrow and Palm Springs population will be increased by

1,000 this month. Las Palmas estates is selling home sites, but fast. A 72 room hotel is to be built in the north end of town.

March 26: There was life, color and youthfulness in this edition of the Desert Sun. The journalism class of U.S.C. edited the paper.

April 2: An editorial in The Desert Sun urged people to purchase real estate now in Palm Springs because prices were going up. (Carl Barkow and Wild Bill Rashall and others did not believe this warning. Phat Graettinger was too busy editing the Report in Ontario to look up investments that might have made the present staff of The Desert Sun all rich.)

On the front page of this edition Carl Barkow told the people of Banning that they had an opportunity to show how fair and square they were: "Voters of Banning will have an opportunity next June to show the people of Palm Springs that this community can always be relied upon to do the thing that is just and fair and thus stop forever the accusation that 'Banning does not object to taxation without representation so long as Banning is the beneficiary. Two high school trustees are to be elected in June at a time when there will be few voters in Palm Springs. The people of Palm Springs don't like the idea of only one representative on the board while Banning boasts of two and Cabazon one. Remember Palm Springs pays 65 per cent of the school tax and Banning only 30 per cent. I hope no one from Banning will file for the posts and that two from Palm Springs do."

Friday April 9: New construction for spring and summer to exceed last year. Three months' building greatest in Palm Springs history. No surplus homesite exists here now. The Desert Sun boasted of 16 pages and two sections this week.

April 23: The Indian Fiesta went off as scheduled. Cree and Williams are school board candidates of the Banning high school. Pop Gorham, postmaster, wanted to know if the people of Palm Springs wanted mail carriers. (Why not?)

April 30: Banning resident circulated petitions in Banning urging support of the Palm Springs candidates to the high school board. (Carl Barkow, the people of Palm Springs and the present staff of The Desert Sun take their hats off to you. Why don't you tell us about your early scraps—we mean about politics, that is.)

Friday, May 7: Lions have rousing meet. Imperative to vote in Palm Springs June 4. Remember Palm Springs has only one representative on the Banning High School board! It is entitled to two! Raymond Cree and John W. Williams are your candidates. Palm Springs pays 65 percent of the taxes. High school is to be built this year. Vote!

Friday, May 21: The Palm Springs fire commission has decided to hire another all-time fire-fighter for the Palm Springs Fire Department. Bill Leonasio is at present the only other all-time fireman. (He is now the chief.)

May 28: Work will start this week to enlarge the facilities of the Bank of America. Twenty-six graduated from the Francis Stevens school. Ambassador Apartments nearing completion. Mr. and Mrs. Thomas A. O'Donnell will go to Europe this summer. Dr. and Mrs. John R. Macartney leave for Pittsburgh.

June 4: Hooray for publisher Barkow of the Desert Sun and the Banning Record. Because of his editorials Raymond Cree and John W. Williams were elected to the high school board. All legal obstacles to the incorporation of Palm Springs have been overcome, thanks to John Phillips,

state senator, and Assemblyman Nelson Dilworth. The majority of Banning voters cast their ballot against Curtis Black of Banning because they too were made to feel that Palm Springs should have two representatives on the high school board at Banning.

Friday, June 16: Here it comes, Palm Springs! The first edition of the Desert Sun (put this down in your little brown book) in which Francis Crocker told about his idea of running a funicular railway to San Jacinto Peak. His route for the tramway was up Chino canyon starting from an elevation of 3,500 feet. Others had proposed a similar plan. Raymond Cree and the Southern Pacific and many others, but their plans were not feasible because their idea was to ascend from the mountain. Crocker told the Lions club that such a project would be successful. (Let's build it.) His talk was convincing, too.

Incorporation committee is very busy. Federal aid is forthcoming according to Congressman Harry Sheppard in the construction of a high school building.

June 18: Lloyd Simon was out getting the voters to register. A four column picture of Mt. San Jacinto Winter Park appeared on the front page of the Desert Sun. (Francis Crocker must have had some influence even in those days.)

June 25: Everybody is closing their businesses who can arrange to get away from the heat of the summer. Hotels with the exception of one or two small ones, have locked their doors.

July 2: Raymond Cree was elected president of the High School board at Banning.

July 9: The news from this day on to August 27 was skimpy in Palm Springs; but in the edition of the Desert Sun on the latter day the headlines screamed that Palm Springs was to have its own high school. The Public Works Administration had granted \$100,000 for that purpose.

October 1: The incorporation committee met to study the petition which has to be circulated. First meeting of the Chamber of Commerce, next Tuesday. Oasis to build accommodations for its employees.

October 15: "Desert season opens officially today" screamed a headline. Duke and Wally plan to visit Palm Springs was an-

other seven column banner. Cathedral City to have electric substation.

October 22: A move to get airmail service for Palm Springs was reported. Gary Cooper was staying at the Desert Inn.

October 29: Mrs. Nellie Coffman was pictured on the front page of the Desert Sun as the first person to sign the incorporation petition. Dr. John R. Macartney told members of the Lions club that members of the Lions club of San Jacinto would pay.

November 5: P. B. Sheptenko, credit manager of the Indian Store and former employee of the Bank of America, announced his coming marriage to Miss Vera Waldron.

November 12: The Nevada-California Electric Company to spend \$90,000 in Palm Springs for improvements of its services.

November 26: Christmas shopping season opens in Palm Springs. Al Wertheimer owes his life to the quick action of Dr. Henry S. Reid. His heart had stopped beating, according to the Desert Sun, for several minutes. An injection of adrenalin gradually brought back respiration and pulse.

December 3: Francis Crocker's proposal of a tramway from Palm Springs to Mt. San Jacinto continues to receive encouragement. (Please Turn to Page Fifteen)

JOSHUA TREE



The summers are especially pleasant at Joshua Tree's 3,000-foot elevation. Delightful days and cool, crisp nights. No smog or uncomfortable temperature extremes.

HOMESITES — BUSINESS AND COURT SITES

All fully improved. \$400 up. Terms. Send for free literature or visit Joshua Tree. Just 36 miles from Palm Springs.

JOSHUA TREE TOWNSITE CO.
112 W. 9th St., Mich 6471
507 Rives-Strong Bldg.
Los Angeles 15, Calif.

Traveling with children?



Next time, try the train

The train offers a great many advantages to parents traveling with children:

1 Safety. Statistics prove that you and your children are safer on the train than in your own home. That's pretty hard to beat.

2 Low cost. Children under 5 ride FREE when accompanied by an adult, children from 5 to and including 11, half fare.

3 Pullman berths cost the same whether used by one or two people. Thus a mother with a child can "double up" with the child in a berth for no additional Pullman fare.

4 Children get seats in chair cars and coaches just like adults, even though they ride free or for half fare.

5 Southern Pacific dining cars offer a wide variety of food for children as well as adults. A special children's menu offers meals at less than adult cost. Ingredients and facilities are provided for the preparation of formulas and special diets.

6 On the train, children have plenty of room to move around. They aren't "cooped up" as in so many other forms of transportation. And they will get a friendly reception from our trainmen, most of whom have children of their own.

7 Traveling on the train is highly educational for children. They see their country intimately, at ground level.

8 Children love to ride on a train. Remember when you were a child—what fun it was to take a train trip?

Next time, try the train



The friendly Southern Pacific

D. H. BARDWELL, Trav. Pass. Agt.
C. W. McCANN, City Ticket Agent

Desert Inn Grounds

Telephone 2235

ANNOUNCING

The New Offices of

John N. Powell, Opt. D.

Optometrist

358 'D' Street
San Bernardino, California

Formerly Associated in Practice
With the Late

DR. GEORGE N. DOUGLAS, Optometrist
at 385 Third Street

TELEPHONE
674-74

OFFICE HOURS:
9:00 A.M. to 5:00 P.M.
Saturday 9:00 A.M. to 12:00

"It's C-O-O-L
In Beaumont"

ARCHIBEK'S DRIVE-IN

ON THE HIGHWAY JUST
WEST OF BEAUMONT

Featuring—
**Fried Chicken
Home-made Pies**
—Suggests you drive up
in the cool of the evening.
Our Fountain Drinks
are Famous, Too!
Open from 5 P.M. 'til 1 A.M.
Daily Except Monday

Special

CORNER DUPLEX LOT

Near Tramway

\$6,500

See Willard Geib
in This Office

This Office Will Be
Open All Summer
To Serve You.

RAYMOND CREE

Realtor Since 1921

Associates

ANTHONY BURKE

JACQUES CROMMELIN

WILLARD GEIB

285 N. Palm Canyon Drive
Phone 8444

ACREAGE — SPECIAL

In and Near
Palm Springs

40- to 300-Acre Parcels

\$650 An Acre

WINIFRED PARSONS

REALTOR

Member Palm Springs Realty Board

GRAHAM DEXTER, Associate

428 N. Palm Canyon Drive

Phones 4201 — 6613

Eight out of Ten Readers Read Classified Ads

History of the Game of Bridge Told By Expert in Interesting Article

(Anne Vaughn, visitor in Palm Springs, tells in this first of a series of articles, the history of the card game of bridge, interest in which is being revived internationally.)

The game of poker is a solo game. It requires both science and luck, but its chief charm is bluff. Contract bridge is based on science and luck only, and is essentially a partnership game. It is probably the highest form of teamship, mental recreation.

In 1120 A.D., the Chinese invented the game, which might be labeled the Adam of the Whist family, and the ancestor of present day contract bridge. It became very popular, and was picked up by the nomads and gypsies. It seeped into the Middle East. The keen minds of the Arabs and the Saracens adopted it with certain modifications, and in their turn introduced it into Northern Africa, and Southern Europe. As this was before the invention of printing, the cards were painted, and were highly ornamental.

For many years, four of the fifty-two cards were not used in play. At one time, the four deuces were discarded; at another time the last four cards dealt were used as a "kitty". The cards were cut for trumps, and the holder of the trunk ace was entitled to the kitty. Honors also varied in different periods, and in different sections of the world.

The gambling feature of the game must have been highly developed, for in 1387 John I of Castile put it on the prohibition list.

In Charles I of England's time, the game was so well known, that its phraseology was used in connection with politics. One well known political pamphlet was entitled, "Bloody Game of Cards".

The French originated the designs on our present day honor cards. It was during their period of extreme class consciousness. The four face cards were supposed to symbolize the four estates of man. The significance is primarily based on the words, and play of words, of their own language, and is not pertinent here. However, it is interesting to know their connection. Hearts represent the ecclesiastical class, spades the nobility, diamonds the merchant class, and clubs the peasantry.

The Whist family branch Tree of Cards will be dealt with later.

Dr. James Potter

Back From Vacation

Dr. James E. Potter has just returned from his summer vacation. While away he attended the convention of Disabled American Veterans in San Francisco, representing the local chapter of that organization as commander and delegate.

Phone 4444 for Yellow Cabs.

CALIFORNIAN.

FIRST IN STATE—Here's a reproduction of the first issue of a California newspaper, the Monterey Californian. It was first published on August 15, 1846.

First California Newspaper Issued Just Century Ago

The first issue of The Palm Springs Desert Sun came out on a very hot day in August, 1927. But the first issue of any newspaper published in California came out on another very hot day, August 15, 1846, just 100 years ago yesterday, the Monterey Californian, at Monterey. Today there are 577 daily and weekly newspapers in the state.

The story of the founding of the Monterey Californian is interesting.

The American flag, had been raised in Monterey by Commodore Sloat on July 7, 1846, and after the proclamation had been read, it became Commodore Sloat's responsibility to appoint a mayor. He looked over the Americans who were present and selected Walter Colton, chaplain of the USS Congress which had brought the Americans to Monterey a short time before.

VIA THE PRESS

Colton decided the best way to make the various proclamations, laws, and orders, as well as the news of the day was via a newspaper.

He made a partner of Dr. Robert Semple, who in addition to being a doctor, lawyer, and dentist was an accomplished typesetter, editor and pressman. They uncovered a broken down press brought to California 12 years before by Thomas Shaw, a Boston merchant, and odds and ends of type faces.

The first issue of four pages, 11 3/4 by 10 1/4 inches had two column pages and was printed on cigarette paper. Its home was the second floor of the Customs House.

CONTENTS OF PAPER

In addition to the "prospectus" in the first column, the rest of the front page was devoted to Commodore Sloat's proclamation read a month before, and the second page contained Spanish translations of the more important items carried in the newspaper. The rest of the first edition contained "late news" in the form of clippings from a New York Herald three months old, and several local items. There was one advertisement by an enterprising American lad who offered his services as an interpreter.

Subscription rates announced in the first issue was \$5 a year or 12 1/2 cents a copy.

Seip Family Plans To Become Villagers

Mrs. Albert F. Seip writes to The Sun this week: "After 10 months in Long Beach (trying to build our own home in Las Palm Beach just long enough to sell our home here, then back to Palm Springs permanently."

MORE ABOUT ...

Events In ...

A new fire truck was to arrive today.

December 10: Some of the citizens object to the construction of a gas tank north of the city. Two hundred more names are needed for the incorporation petition.

December 17: Corona firm to build Palm Springs' new high school. Gas company officials in city to confer about the erection of a gas tank.

December 24: More signatures are needed on the incorporation petition although enough names have already been secured.

December 31: Last day of the year and the story on the first page of the Sun said that the high school would be completed in September. National commander of the American Legion visits with Earl Coffman, first commander of the Palm Springs' post. San Jacinto park was officially opened as a state park. A picnic was to be held June 19. It was the largest and highest park set aside for public use in Southern California by the state.

Wise Foresight of Village Pioneers Praised by Samson

(The following bit of history was written by Herbert Samson who came to Palm Springs in 1928, almost 20 years ago.)

History should never be a dry subject, particularly when the history deals with our own community and with people we know or have known. Because our own Palm Springs seems to have been influenced by "personalities" more so than other cities which have suffered from influence of "industries" and "big business." Let's look back a few years at people who have played a part in the growth of Palm Springs.

Much has been written and properly so of the part played by Mrs. Nellie Coffman in this growth. Her mantle of public spirit is being ably worn by her son Earl Coffman, sparkplug of the Tramway, which is the open door to a Greater Palm Springs. A neighboring hotel of the Desert Inn, the "Oasis" will long be remembered by friends of the late Hobart Garlick and Isabel Garlick. Hobart Garlick was a man, generous like his neighbors the Coffmans, always ready to help a needy person, and contribute of his time and money for the good of his village.

The name of P. T. Stevens is the name of a pioneer. The Frances Stevens grammar school is named in memory of his wife, Stevens Road is named for the man. Perhaps his greatest monument is the Whitewater Mutual Water company, without which the fine residential gardens in North Palm Springs would not have been possible. Influential in the creating of El Mirador hotel, and many fine subdivisions, his pioneering work is being carried on by his daughter, Sallie Stevens Nichols and her husband, Culver Nichols.

The memory of Dr. J. J. Koehler will be treasured by his many friends. The first physician to establish a practice in Palm Springs he retired after many years to become a successful subdivider, realtor. He was the builder of one of the first fine homes in the "north end" of Palm Springs, now the residence of Harold Lloyd. He was one of the founders of the original "Allene's Library," the fore-runner of our present fine library. When you see the Parkinsonia and Palo Verde trees in bloom in the springtime on both sides of Palm Canyon Drive, remember that Dr. Koehler was responsible for the planting of them, through the chamber of commerce of which he was so long a leader.

Alvah Hicks was a close friend of those named above and a decisive factor in the growth of our village until his death at a comparatively early age. He was responsible for the development of our domestic water system. He and Dr. Koehler set high standards in their subdivisions, architecturally and otherwise, a pattern which future subdividers could follow to the benefit of the town. An outstanding success as a builder, subdivider and business man, Alvah Hicks' work is being carried on by his two sons, Harold of the Palm Springs Water Co., and Milton, of the Palm Springs Builders' Supply.

Philip L. Boyd
Family in Michigan

Assemblyman Philip L. Boyd and family are planning to leave for California August 24 after a summer vacation at Burt Lake, Michigan.

Assemblyman Boyd joined them there early this month after the special session of the state legislature at Sacramento and is getting in a belated vacation in Michigan.

Announce Plans

Glenn Westerberg of Inglewood will be in charge of the morning service next Sunday at Community church it was announced today.

Murray Postles will have charge of the evening service at 7:30 and will also sing at the morning service.

Mr. and Mrs. Postles, senior, will visit in Palm Springs accompanying their son here.

DESERT HOT SPRINGS

Private Warm Mineral Water Pool
Will be Open to Guests Only

From June 1 to November 1

Hours: 10 A.M. to 12 Noon

4 P.M. to 10 P.M.

CLOSED EVERY MONDAY



L. W. Coffee, Manager

Phone Desert Hot Springs 196

Complete Automotive Service

Quality Gas and Oils—Tires — Tubes—Also Truck
Tires—Lubrication—Batteries and Battery Service
Motor Tune-Ups—Parts and Accessories

Official Garage—Auto Club of So. Cal.;
Nat'l Automobile Club; and A.A.A.
Night Emergency Phone 8314

KENNY'S MOBILGAS SERVICE

N. Palm Canyon Drive, at the Curve Phone 9450

For Sale RESTAURANT EQUIPMENT

FOUR BOOTHS — WEDGEWOOD GAS RANGE

DOUBLE DEEP FAT FRYER

SALAMANDER BROILER

Can Be Seen at

796 N. Palm Canyon Dr.

PALM SPRINGS

(See Manager of Pacific Apartments)

*The Desert
at its Best*

— ACT NOW —
BE READY FOR THE
NEXT BIG SEASON

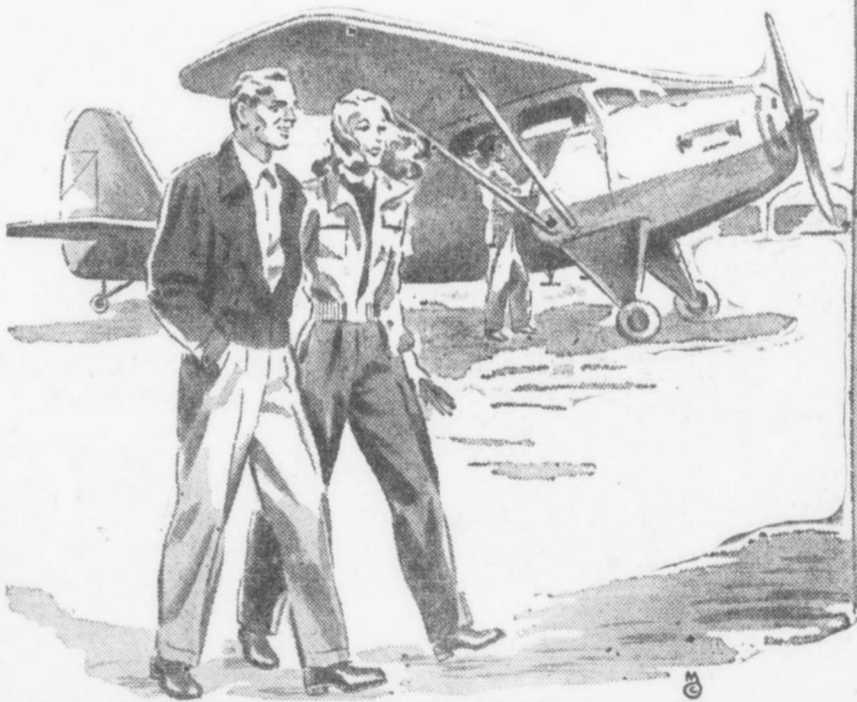
HOMESITES AS LOW AS \$1195

- Paved Streets
- Spectacular Mountain Views
- Swimming Pool
- Carefully Restricted
- Tennis Courts
- Hours More Winter Sunshine
- Unspoiled Desert Beauty
- Business Frontage
- No Better Lots Anywhere
- Plenty Pure Water
- No Assessments
- Select Clientele
- Completely Planned Community
- See your local broker or call at Palm Village Tract Office. Open 'til 8 P. M.

PALM VILLAGE
Desert Homes

12 MILES SOUTHEAST OF PALM SPRINGS
ON ROUTE 111 — PHONE INDIO-72131

Satisfy that yen of yours to fly by coming out to our field and taking instructions from ace fliers, learning in safe, new planes. You'll solo after only a few lessons—and that's a thrill you'll never forget!

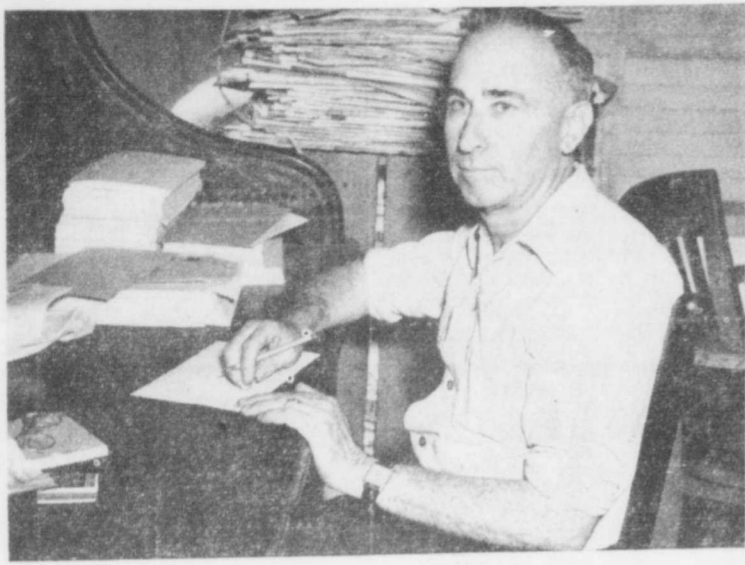


Call Indio 7519 now for your appointment about your own private flying lessons. Air Corps vet instructors—reasonable rates.

INDIO AIRPORT

Indio, California

Telephone Indio 7519



THE TOP MAN—Carl Barkow, publisher of The Desert Sun, who looked over Palm Springs back in 1927 and on a hot August day (the 5th) took the plunge and started a newspaper here. Struck by a happy thought, he named it "The Desert Sun of Palm Springs." And since that day, come rain, come shine (99.6% shine), The Desert Sun has been issued each week, all of its energies devoted to promoting and backing every worthwhile civic project here. Just as he showed his faith in the Village back in 1927, he's showing it again as he starts his 20th year as publisher by investing heavily in the most modern equipment for the most modern building being erected to house The Desert Sun here. (Gayle Studio photo.)



THE OLD MAN—Counting the days he spent selling newspapers as a kid, and as a printers' devil in teen-age days, the old boy above, R. F. (Phat) Graettinger, has been in newspaper business a lot of years. After switching to the editorial side, he worked for five different papers in one year, then settled on the sixth for 32 years. Like all newspapermen, he finally decided to quit the grind—but instead came to The Sun. As The Sun starts its 20th year, he starts his fifth here and does he love the town and its people! (Gayle Studio photo.)



IDEA MAN—Above is Grant Wood, advertising manager. He specializes in ideas, getting a new one every few minutes and somebody gets a telephone call—as can be seen by raising your eyes an inch or two and looking at the picture. Grant Wood has been in Palm Springs a long time. He was with The Sun when it was a mere infant and helped to raise it. Between tricks on the newspaper, he went into the army and for three and one-half years was a first lieutenant in the army air corps. Next to his wife, he loves Palm Springs most. (Gayle Studio photo.)



AIR-MINDED AD GIRL—Mrs. Peggy Shores, who keeps the accounts and also looks after the crowded classified ad pages of The Sun, has been with us since the start of summer. She came to The Sun fresh from doing a gigantic war job—ferrying airplanes back and forth across the country—she was a member of the Wasps during the war. When not keeping track of accounts or counting words in classifieds, she flies. Besides her tasks at The Sun office and keeping house for her hubby, J. Shores, also a war vet, she puts in her spare hours teaching flying. (Gayle Studio photo.)

Progressive Newspaper Means Progressive Town Says Secretary

Messrs Carl and Harold Barkow, Publishers, The Desert Sun Palm Springs, California Gentlemen:

On the occasion of your starting your 20th year, the Palm Springs Chamber of Commerce extends its heartiest congratulations and best wishes to yourselves, Editor Phat Graettinger and staff of the Desert Sun.

To have risen from a meager beginning to the enviable position which the Sun holds today as one of the finest weekly news-

papers in the entire West has not been an accident; it has required hard work, a thorough knowledge of the newspaper field, deep devotion to the best interests of Palm Springs and a willingness to keep pace of the rapid development in this great desert domain.

A newspaper has a profound influence upon the character and development of its community; a listless, stagnant and retarded town invariably will have a news-

paper that reflects those negative qualities. A progressive, growing and forward looking town will have as its leader alert, courageous and newsy newspapers. It, of course, is no secret that Palm Springs is in the latter category and the Desert Sun, with modest but justified pride, can share the credit for this wonderful development.

In Chamber of Commerce activities we have a close association with newspapers of our community. Few other towns such as Palm Springs are so fortunate in having the quality of publications as we. The Desert Sun has always been ready and willing to give generously of its space for the advancement of any civic project, and this generous attitude often

has spelled the difference between success and failure. For this fine spirit of cooperation the people of Palm Springs are deeply appreciative.

This twentieth anniversary will be merely the starting point in the growth of the Desert Sun for it most surely will reflect the development that lies ahead for our charming desert country. Again please accept our congratulations, best wishes and heartiest thanks.

Palm Springs Chamber of Commerce
By Harry C. Harper,
Manager.

Sgt. Dawson Goff Now at Hospital in Pasadena Area

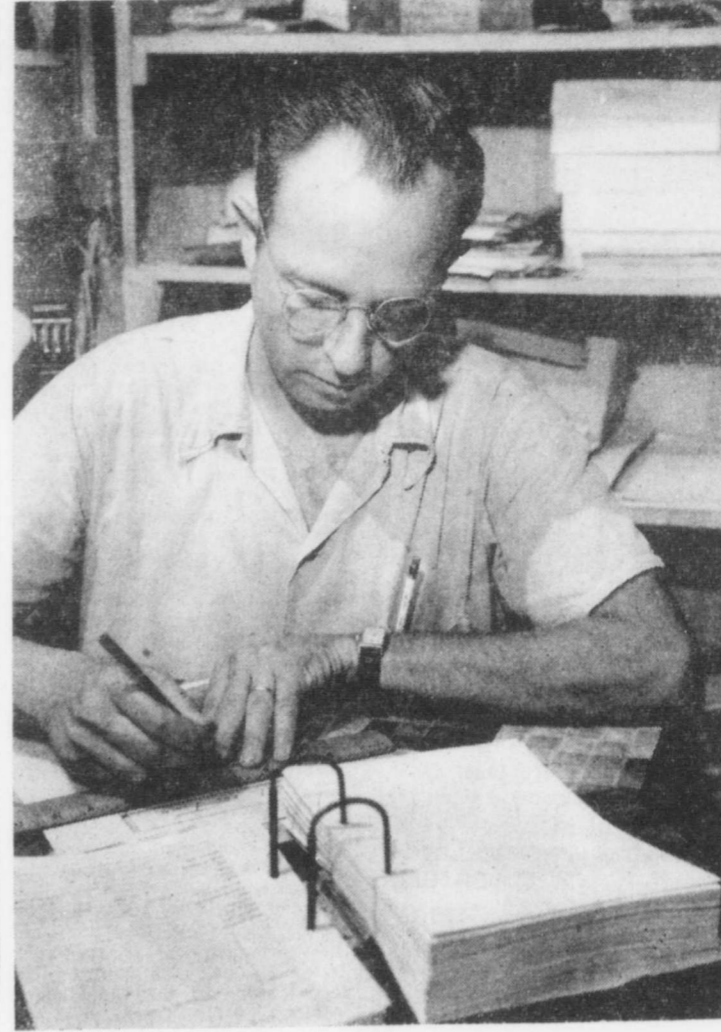
Sgt. Dawson Goff, wounded by a shrapnel burst in the fighting in Germany 19 months ago, is now at the McCornack hospital in Pasadena to which he was transferred last week from the Beaumont General hospital at El Paso.

His wife, Mrs. Vona Goff, went in to see him the latter part of this week and said that hopes were high, after X-Rays and tests, that he will be back on his feet again soon and able to return to the Village.

He is the son of Mr. and Mrs. Frank C. Goff, well known Villagers for many years.

A brother, also a sergeant but in the marines, Charles (Chet) Goff who was wounded in the fighting on Iwo Jima, is still overseas in Saipan. He hopes to be back late this fall. He was a member of the Palm Springs fire department when he enlisted.

BEYOND AID
"Ah, well" moralized the moralizer, "some where behind the clouds the sun is shining."
"Maybe," demoralized the demoralizer, "And under the sea is land, but tha doesn't help a guy when he falls overboard."



THE YOUNG MAN—Harold Barkow, business manager of The Desert Sun, figuring out the business as shown in the photo above. A resident of Palm Springs for many years, he's co-publisher with his dad. Back in the pre-war days he was not only business manager, but also advertising man and reporter. In fact, for some time, aided by his wife, Marcella, he ran the entire office plus delivering the papers and collecting the money. His career on The Sun was interrupted for more than three years while he wore Uncle Sam's khaki and went through the routine as chaplaine for rookies, medical aide and recruiting officer. (Gayle Studio photo.)



THE WILD MAN—This is William (Wild Bill) Rashall, who earned that nickname when The Sun, in a thoughtless moment, sent him to San Francisco to see why so many San Franciscans come to Palm Springs. Instead, he haunted the wharves and ate seafood. Well, seafood is supposed to make you brainy. Bill covers everything in Palm Springs. If we had a waterfront, he'd cover that, too. All the editor has to say is, "William, how's about this or that?" and, presto, this or that is in print. While he's known as Wild Bill publicly, here in The Sun office, he's called the Go-Getter, and does he go and get! (Gayle Studio photo.)

Population Boost

Same Day, Same Place
For New Villagers

Two future citizens of Palm Springs arrived practically at the same time at the same place.

First was the son of Councilman and Mrs. Culver Nichols. A short time later, a son was born

to Mr. and Mrs. John Porter Clark.

Both arrived at the Good Samaritan hospital, Los Angeles last Friday.

Mothers and sons, in both cases, are reported "doing great."

Mr. Nichols is a prominent local realtor, Mr. Clark, captain in the army during the war, head of the equally prominent architectural firm of Clark and Frey.

Villager's Horse Captures Harness Horse Race Classic

Palm Springs shares in the reflected glory of the winning of this year's Hambletonian, the national harness horse classic run annually at Goshen, N. Y.

For the winner, Chestertown, is the possession of Walter E. Smith, Los Angeles oil man and harness horse enthusiast, who with Charley Morrison, will become owner of Rogers Ranch within the month.

JUST WEEK BEFORE

Smith purchased Chestertown just a week before the race, paying \$40,000 for the long-striding bay colt. He had sold once for \$500. Chestertown whipped to the wire in the second and third heats of the harness classic after being beaten in the first heat. It was the 21st running of the great race and the first time since 1943 that the classic has gone to three heats for a decision.

Under guidance of Tom Berry, trainer, who handled the reigns, Chestertown was beaten by a length in the first heat after a great stretch rush in the mile event. He came back in the second heat with the fastest mile any three-year-old has run this year, 2:02½. In the third heat, Chestertown took command two furlongs away and won hands down.

ALMOST ALL BACK

To Smith, who the week before paid \$40,000 for the bay colt, the victory. The other one was in winner's share of the \$50,000 purse.

It was Tom Berry's 19th Hambletonian race and his second victory. The other one was in 1930, also a three-heater.

Crews at Wonder Date Garden Busy Improving Ranch

Under direction of Clarence Winston, manager of the Wonder Date Garden, six and a half miles east of the Village on Highway 111, a crew of 12 men has been hard at work for the past few weeks putting the ranch into shape. Joseph Blumenfeld of San Francisco recently bought the ranch from David Layton.

It is one of the finest date ranches in the area and is noted as having the tallest date palms in North America. The workmen are busily engaged in bringing out the natural beauty of the spot.

The wonder ranch contains 750 date palms and 750 grapefruit trees and much ornamental shrubbery. It is the mecca for many sight-seers from the Village during the season.

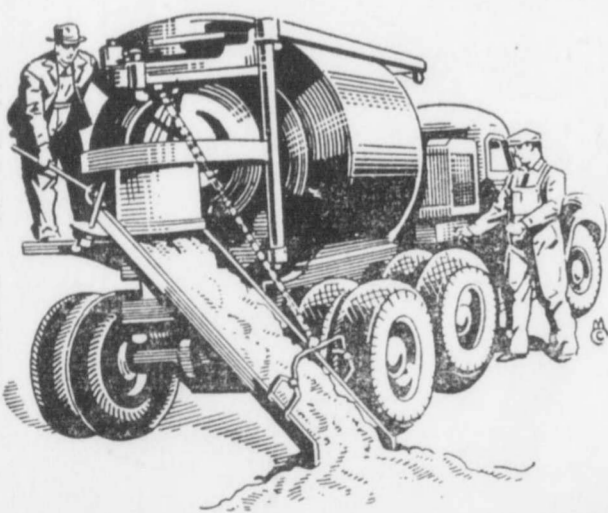
Besides the most modern machinery for cultivation, a small fire engine and equipment has been installed. It is offered for use by neighbors in an emergency.

Mrs. Grove Will Return to Home Here Sept. 19

Mrs. Catherine Grove, well known Villager, is in San Francisco, enjoying a week's visit before returning to Los Angeles where she has been spending the summer months to attend the wedding of her niece, Mary Jane Chaps, on August 24.

She plans to return to her home here about Sept. 19 and not later than Oct. 1.

"Hope it hasn't been too hot in Palm Springs—I can hardly wait until I get back," she wrote.



READY MIXED CONCRETE

FUSS-FREE, MUSS-LESS
CONCRETE-ING

We do THE MIXING — and deliver your concrete order on the job, ready to pour. It's the time, labor and money saving way to get the work done. Can deliver your concrete within 24 hours after your phone call.

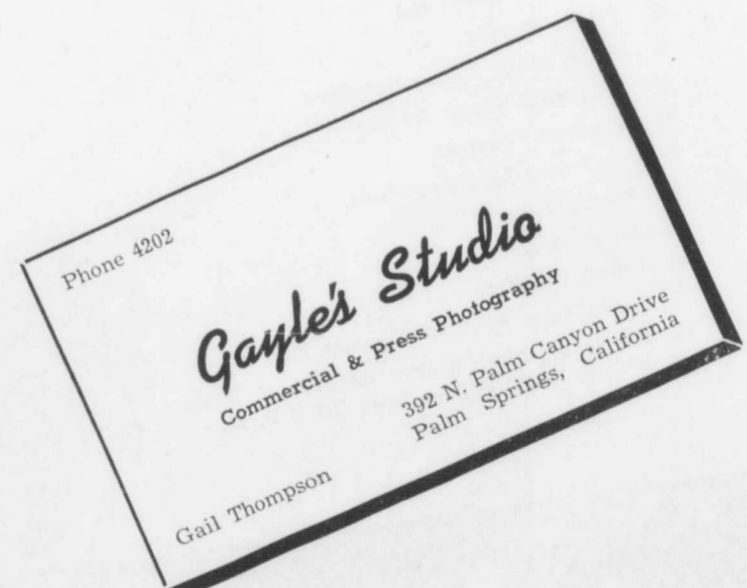
YOUR CONCRETE PROPERLY WEIGHED AND MIXED SO AS TO OBTAIN PROPER PROPORTIONS FOR MAXIMUM STRENGTH.

MASSEY BUILDING MATERIALS CO.

Highway 99 at Monroe St. Two Phones

Indio 7368
Indio 72901

— INDIO —





Friday, August 16, 1946, to Friday, August 23, 1946

Village on Verge of Big Growth as First Village Newspaper Made Bow

First Issue of Desert Sun Reflected Vision and Foresight of Villagers of Twenty Years Ago; Big Plans in Making

By BILL RASHALL

Optimism springs eternal in the hearts of all men and this was definitely true in the case of those men and women who lived in Palm Springs 20 years ago.

Those dreamers of 20 years ago who saw their vision of Palm Springs as it is today come true, mirrored their thoughts, ideas and plans in the very first edition of the Desert Sun, dated August 5, 1927.

On that very day two important events happened. One of course was the launching of the Desert Sun and the other was the announcement that Palm Springs was to have its own telephone system. An exchange and telephone switchboard was to be installed. As a matter of fact workmen were already busy laying the foundation for the building.

VILLAGE AWAKENS

Another item on the first page reports that a new hotel was being erected at a cost of \$750,000.

All of this and more indicated men of vision that Palm Springs was in the act of divesting itself of its swaddling clothes to step forward into a role, national and even world-wide, in fame as this country's leading winter resort.

Like a clarion call ringing with optimism as to the future, were the words that composed the editorial greeting of Carl Barkow, publisher of the Desert Sun. He wrote in part:

"Today Palm Springs is world-renowned. Its charm in winter is such as to challenge the attention of travelers, who, having sought the most attractive places in the lanes of travel, are accustomed to come to Palm Springs, here to find the place of rest for mind and body.

"Today the expansion of Palm Springs is attracting the attention

of capitalists and home-seekers. The immense hotel program is going over the top and nothing short of a million dollars in improvements will be recorded for this village, this year. The situation is one to impress and please. It marks a new stride in Palm Springs development.

"The doubter is no longer heard, while the optimist is on every hand."

UNDER-STATEMENT

"Real estate values," Barkow wrote 20 years ago, "are certain to mount to higher figures." (In the light of real estate prices today, Mr. Barkow was the author of a masterpiece of under-statement.) Nevertheless the publisher went on to say:

"The Desert Sun appears today, in its initial form in order that the paper may become well established by the beginning of the tourist season. It will appear every Friday, and with the height of the tourist business the size and scope of this newspaper will be greatly enlarged.

"The Desert Sun desires to co-operate with all who have faith in Palm Springs, and its solicits the patronage of the local people."

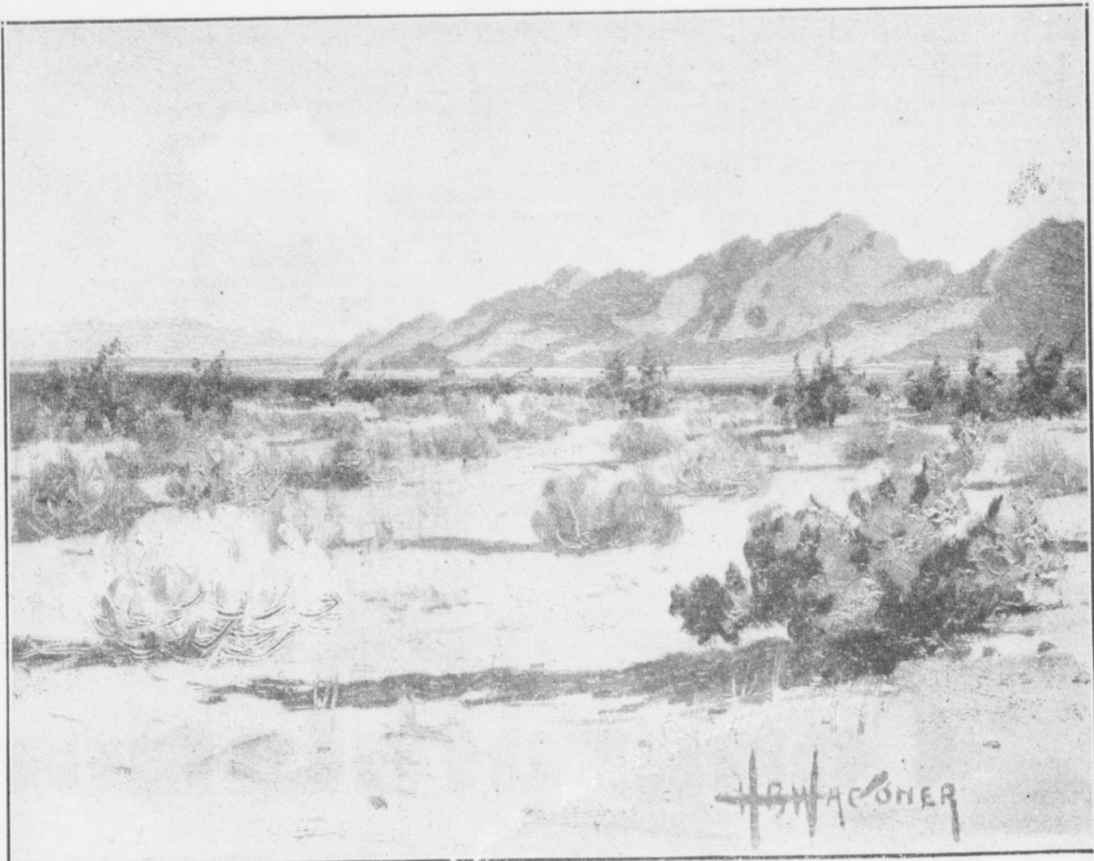
FINEST RESORT

If it were possible to throw a reflection of today's building back 20 years so that both pictures could be seen side-by-side, there would be very little difference.

The front page of the Sun reported:

"Palm Springs is considered the finest winter resort in the west, but judging from the number of people here this summer, it might almost be called a summer resort, also. The town is filled with

The Desert Sun Born in Spirit of Optimism



workmen and skilled artisans, who are busy in perfecting the great improvement program. Many of these people will become permanent residents, because Palm Springs development will keep them busy."

The same thing is happening today, 20 years later.

Letters of Congratulation

Occasionally there will arise in the lives of most men, a situation which will stir them to heights of poetic emotion. When hard headed business men reveal this trait it comes as a pleasing surprise, as did the following letters congratulating the Desert Sun on the beginning of its 20th year in Palm Springs. Published below are some letters that arrived just before press time.

Charles Doyle, developer of Smoke Tree Ranch and now on a similar project called Hidden Springs Ranch, writes:

"Mr. Carl Barkow, Publisher, Desert Sun, Palm Springs, Calif., "Dear Carl:

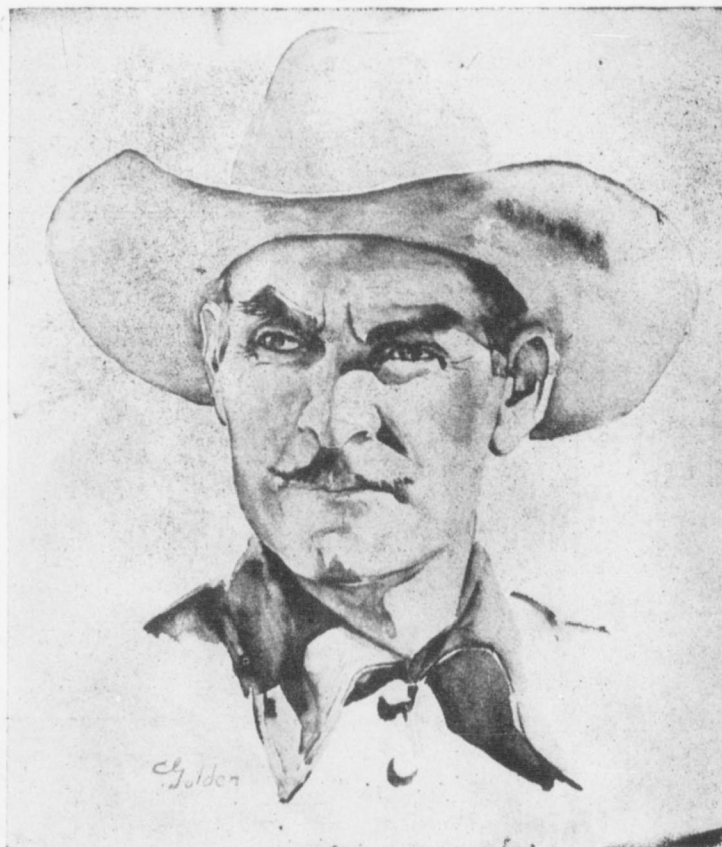
"On your twentieth anniversary I am going to congratulate you on something more than merely your material success, good as that is and well as it is merited.

"I compliment you on building and perpetuating an institution in American life which cannot be measured in dollars and cents.

"The country newspaper or small town newsheet is one of the few pillars or anchorages left in this swirling chaotic world; it's a tie with an institution of the country, around which the United States grew up, helped to form its character and wielded a tremendous influence as a factor in governing men's thinking. I believe it still does.

"People in a community listen to its editors' words. Perhaps it's because he is one of us struggling with his problems and sharing our troubles in the homely job of making a living.

"As one of the earlier vintage in Palm Springs I have seen you grow from what was almost a journeyman printer to a modern little business. We have seen you wrestle with galleys, dig up news items, write editorials, rustle advertising, scum for subscriptions, keep books and try to collect a little meantime to keep the (Please Turn to Page Eight)



ARTIST—Just about the time The Desert Sun first appeared in Palm Springs, Harry Wagoner, noted artist, also made his first appearance here. He first came here in 1926 and in 1927, established a studio at El Mirador. Known as the famous American desert painter, one of his works, "Vagabond Cloud," is shown at the top. Lower picture is a sketch of Wagoner by Charles Golden.

MAJOR CORNER

122 acres at southwest corner of Ramon Road and Highway 99, only 8 miles from Palm Springs, and in the center of a great future development.—Priced

— \$500 Per Acre

300 Acres

Facing on main 29 Palms Highway. Adjoining Joshua Tree Townsite on the west. This property ready for subdivision.

— \$350 Per Acre

640 Acres

Adjoining Joshua Tree Townsite on the south. Now ripe for subdivision.—Priced

— \$200 Per Acre

Superb Guest Ranch

Location — in magnificent Joshua Tree National Monument. Main Park Highway passes through these 1280 acres. A summer and winter paradise. Plans for guest ranch, designed by prominent architect and survey included in price.

— \$50,000

For Detailed Information Write or Telephone Owner

JAMES F. WHITEHORN

1162 Tamarisk Rd., Palm Springs, Telephone 8541 or Jonathan Club, 6th and Figueroa, Los Angeles—Michigan 0881

Omar Khayyam says: "I heard a Voice within the Tavern cry..."

Desert Rendezvous

COCKTAIL LOUNGE

Dancing

HOTEL INDIO — INDIO CALIFORNIA

Desert Sun Spots of Twenty Years Ago

Friday August 12: Oasis Hotel, which passed from the control of the McManus interests last year is fast being improved by its new owner, H. C. Garlick, well-known citizen of Los Angeles and Palm Springs.

In the same edition: Few people outside of Palm Springs realize the gigantic development enterprises being carried on at Palm Springs at this time. The new million dollar hotel now being constructed will be second to none in the United States.

The Desert Inn has large program of improvement; new lodge going up; Inn is now one of the most famed resort hotels in all America and is destined to grow even more.

C. G. Lykken, former owner of the Lykken Department store, advertises that his establishment has fancy groceries for sale.

TOT THEN, TOO

August 19, 1927: Was the weather just as hot 20 years ago as it is this summer? Wrote a jesting reporter: "Is Palm Springs as hot in the summer time as

many people think? This writer is convinced that it is not.

"The highest temperature in Palm Springs this summer was 119 on August 10. Two years ago the temperature reached 122, the highest known since the government recording thermometer was installed." (It was 119 here Friday, Aug. 2, 1946.)

August 19, 1927: Palm Springs post office shows a tremendous increase in receipts this summer over the corresponding period last summer. This is more and more becoming an all-year town. Carl Lykken and Clarence Templeton are alternating in conducting the business of the local post office, spending the intervening time at Idyllwild.

START GOLF COURSE

Aug. 19: Thos. O'Donnell has had a crew of 12 men working over a year developing his large golf course. Many trees from all parts of the world have been imported.

August 19: Two of the oldest fig trees in this locality are to be

found on the grounds of the Oasis Hotel. They are on either side of the old adobe trading post, stopping place of travelers.

August 19: Mrs. Edwards of the Cree and Chaffey agency sold three lots last week.

FIRST PLUMBER

August 19: Styles for Women: Pendulum swings back and fluffy ruffles give way to plain colors and restraining influences.

September 2, 1927: Walter Bunker, pioneer plumber and his wife have been spending the summer at Idyllwild where they own a fine cottage. Mr. Bunker is the original plumber of Palm Springs.

Miss Francis Bunker, daughter of Mr. and Mrs. Ed Bunker, has been living on the Bunker ranch at Idyllwild. She is soon to return to her studies at Los Angeles where she is studying osteopathy.

September 9, 1927: Flash! C. G. Lykken, general merchandise. "Fancy groceries our specialty."

September 16: This hot notice appeared: "Get your coat and come along to the Riverside

County Fair. (Note: Lykken was still trying to sell fancy groceries.) In the headlines September 16, 1927: Start Work Repairing Palm Springs Road.

September 30, 1927: More than 200 men are working on the Vista Val Monte Hotel, million dollar project.

The same day: Palm Springs-Whitewater road is being repaired by county. The new buildings on the Desert Inn grounds will be completed by October 15. The grounds look lovely, too.

Scoop! and exclusive in the Desert Sun: Carl Lykken will not be selling fancy groceries any more. He sold that department in his store at the Post Office building to Charles N. Bosworth of Idyllwild.

SERVICES RESUMED

Services have been resumed at the Community Church.

November 11, Armistice Day: A bank may be a reality in Palm Springs within the near future.

Mrs. George Roberson was hostess at a delightful luncheon

honoring Mrs. Henry Reid, whose husband is the new house physician at the Desert Inn.

November 18: El Mirador Hotel is on way to completion. Landscape artists are busy. Famous artist Gordon Coutts and little daughter are now at their winter home. They were away for several months during which time they visited Australia, Tehati, the Fiji islands and other interesting spots in the South Seas.

IF AND WHEN

November 28: Philip Boyd was considered as permanent secretary of the chamber of commerce—that is if they can afford to pay his salary. The chamber at that time boasted during an annual meeting that it had "handled" \$3,000. The following new directors were elected to serve for two years: Hobart Garlick, Philip Boyd, T. E. Connell, A. F. Hicks and John E. R. Chaffey and those re-elected were: A. F. Hicks, George Roberson and Carl Lykken. The El Mirador will

(Please Turn to Page Three)

Congratulations---

TO THE DESERT SUN—ON THE START OF ITS TWENTIETH ANNIVERSARY

'The
Place
To Eat
... Unique'

'Here's to
20
More
Years—
Carl'



BEE NICOLL

GORDON'S In The PLAZA

MORE ABOUT . . . Sun Spots . . .

open its doors January 1. Ted Caldwell, formerly of Banning, has opened a new business in Palm Springs, that of a taxi service.

Christmas Greetings edition of December 9: Elected as officers of the Chamber of Commerce: Dr. J. J. Kocher, president; Hobart Garlick, vice-president; to serve with Walter Bunker; A. F. Hicks, treasurer; and Philip Boyd, secretary—he made it! The organization boasts of a membership roll of 100. Good news for Palm Springs. The new school will be ready to receive its first pupils by Wednesday of next week.

CONVENTION HERE

Owen E. Coffman of the Desert Inn announced that Palm Springs is to get the next state convention of hotel men. The city bids fair to becoming the convention spot of Southern California.

The Chamber of Commerce did not need any money in those days. It only wanted members who had money. A drive was started for members this week.

October 28: Headlined—Governor C. C. Young and Mayor Cryer will attend Desert Play. The Los Angeles Times in its Sunday edition put Palm Springs on the map. New business in Palm Springs now, Bunker's garage north of the Desert Inn has been leased.

CLUB WOMEN MEET

November 4: Dr. Henry S. Reid, his wife and eight-year-old son, arrived in Palm Springs. The doctor will be the house physician at the Desert Inn. He is entering into the progress and development of Palm Springs.

The 26th annual convention of the Southern District California Federation of Women's clubs will convene at the Desert Inn, November 7 to 11. Meat wasn't hard to get in those days. George Robinson furnished 150 steaks for the crowd that gathered around the bonfire at the site of the Desert Play.

Friday, November 11: The local library is a worthwhile institution and needs books. It was established two years ago by Miss Alleine Hitchcock in the rear of the Village church. Miss Lois Kellogg has returned from Europe and opened her home on Indian Ave. Mr. and Mrs. Austin McManus returned after a six months tour of Europe. The Chamber of Commerce membership drive netted 25 new members. Mr. and Mrs. L. M. Kirkpatrick have been guests of Mr. and Mrs. Raymond Cree this week.

The Desert Circus, so popular each season, didn't receive any more out of town publicity than the Desert Play did 20 years ago. It was reported in the press that reporters figuratively tore each other's hair out by the roots, to give the event space in their publications. My, my, newsprint was plentiful.

PHONE OFFICE OPENS

October 7: Palm Springs now has its own telephone exchange. The old adobe trading post is now a tea room but none of the Indian atmosphere is lost. The Oasis Hotel is still spreading out with improvements and additions. The new D. S. Woodward drug store opened today. The new winter garden is being enlarged to meet the growing needs of the town.

Want to buy a Police Dog? Harold Barkow, son of the publisher, has some for sale at \$20 apiece. (An Horatio Alger hero in the making then, now co-publisher of the Desert Sun.) The Community church is right across the street from the new Desert Cafe. It has a capacity of 60 seats. Ralph Pomroy has begun construction of a bungalow court in the Santa Rosa tract.

October 14, 1927: Great days are coming. Every one in Palm Springs will be able to take more than that Saturday night bath. The Palm Water Company is growing and has made extensive improvements and is serving well this community. Palm Springs students are honored at the new Banning Union High School.

The Palm Springs Chamber of Commerce has taken over the "Desert Play" which will be given November 5 and 6. This project has been supported by Nellie Coffman. The Desert Play has been in existence for six years under the direction of Garnet Holme.

MODERN, EVEN THEN

The Palm Springs Sun may be delivered henceforth by airplane. The trip can be made in 22 minutes in Wesley Gray's ship as compared with a lot more time in a Studebaker or Chevrolet.

Cathedral City receives its first notice in the Desert Sun this way: "Three houses are being constructed at Cathedral City, magic city of the West. Cathedral City is a charming winter spot and is

PALM SPRINGS, CALIF
Friday, August 16, 1946

entitled to the hearty cooperation of every one."

October 21: Desert Play, Palm Springs' future event. The road site to the scene of the play will be improved by the Commerce Chamber.

Please turn to Section 2, Page 2

TEX DRISKELL

REFRIGERATION
SALES and SERVICE

171 N. Indian Phone 3403

The Desert Sun—3

PLUMBING

HEATING AND COOLING

Henry A. Simsarian

850 N. Palm Canyon Drive

PHONE 7414

Best Wishes

Desert Sun

ON THE START OF YOUR 20th YEAR!

The Mira Monte

HOTEL APARTMENTS

Eve Neeriemer, Manager

— Open All Summer —

With Attractive Summer Rates

Ramon Road and Indian Avenue

Telephone 9370



Greetings to the--

Desert Sun

AT THE START OF ITS 20th YEAR

Colonial House

Palm Springs, California

CONGRATULATIONS ---- to the

at the Start of its 20th Year of Publication

Mr. & Mrs. D.J. Mullen
 Robert W. Peterson
 Louise M. Carr
 Helen Zach
 Gigella
 P.M. Sweet
 Arthur J. Coffey
 Joseph H. Bardwell
 Barbara
 Robert W. Stapp
 J. Quill
 Kingston Whitney
 Dean Luevay
 Eugene E. Thuman
 Cities Circuit Whitcomb
 Bob Larsen
 Jacob De Draga
 O.B. McKay
 Russ Chresman
 Gordon E. Beckings
 Moya Henderson
 Harriet Henderson
 W.M. M.
 Suzanne B. Jeffery

W.E. Worth
 Robert Samson
 William Rogers
 Ed Williams
 Roy B. Barnes
 George Lutz
 Charlotte Lutz
 Fred Lutz
 Maurice Centor
 John Bentzen
 Ralph Trumb
 Bill Wilson
 Leeman E. Jay
 D.L. Hammett
 Mary McKeighen
 Mrs. George B. French
 Rose Greenberg
 Max E. Twinn
 W.D. Allen
 Don Mulkins
 William J. Francis
 Ralph Green
 E.D. Kinney
 Virginia Bottome
 J. K. Peterson
 Mrs. C. Larson

Jessie Callard
 Jack Brooke
 Homer Jenkins
 Nettie E. Talbach
 Dan & Hoan
 Walter Z. Allen
 Robert Haynes
 THE HERMIT X
 Carl Tollison
 Jack Luevay
 Byron Luevay
 Carmen Webb
 W.R. Buckley
 Joe Butler
 Hazel V. Wright
 Philip W. McEwen
 Hilda Dimeore
 Robert A. Hilberg
 Ray D. Linnelle
 Margaret Neesham Allen
 Lila Neesham Allen
 Flore Bolden
 Helen Apperson
 Mrs. Frank Davies
 W.L. Lacey
 Mr. & Mrs. Barney A. Webb
 Mrs. C. Larson

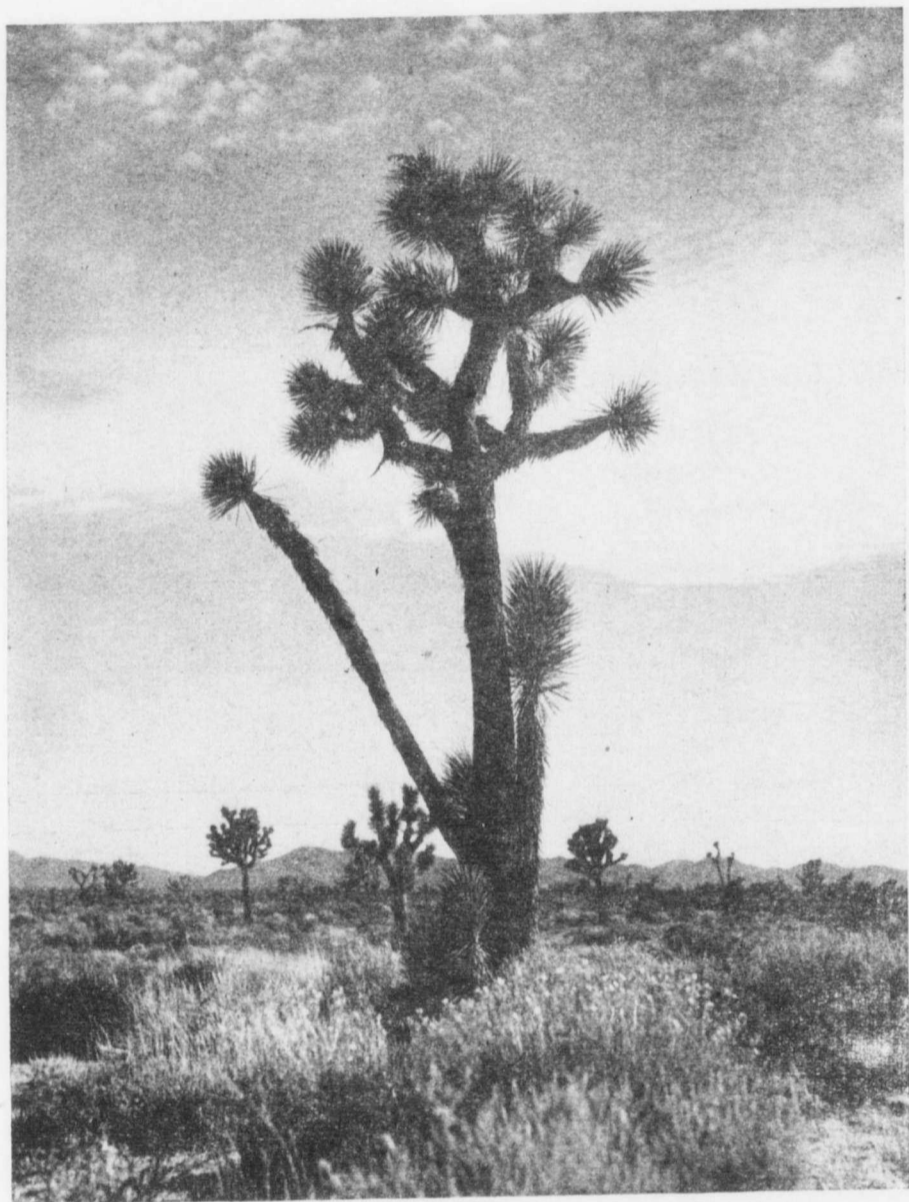
John Archibald
 Winifred Parsons
 Stanley E. Murphy
 August H. Hoffmann
 Mary Trasko
 Mildred A. McComick
 Helen M. Krebs
 Nellie A. Jett
 N. H. Curtis
 Oscar Mandinich
 Leroy Miles
 Nora B. Miller
 Louis Jensen
 Noel Ramsland
 O.S. Jett
 Robin Stinson
 James F. Whitcomb
 Harry E. Bergh
 Gail B. Thompson
 Don Cameron
 Harry Barber
 Frank L. Zupel
 A.W. Shore
 H.M. Schuman, M.D.
 Norman J. Williams
 Judy Scalp
 Howard T. Johnson
 Paul M. Ryus

to the DESERT SUN

Year of Publication

John Archibald	Quint Applegate	Mrs Gladys B Taylor
Winifred Parsons	Graham C. Darter	Sam Taylor
Harold E. Murphy	Jane Coble	Ralph A. Nymick
August H. Wetmann	Halbert	Raymond Cree
Mary Tracsko	William R. Knight	Anthony Burke
Mildred L. McCormick	Ann W. Wells	Dillard A. Geib
Helen M. Krebs	Mr & Mrs Joe Omlin	Murray Barrick
Nelle A. Jett	Emil A. Knorr	Ramona Teller
H. H. Curtis	Dorothy Kreimer	Angele Pistoni
Oscar Mandinack	Francis E. Crocker	Albert W. Brown
Leroy Miles	Barbara Inman	Laura Brown
Nona B. Mills	Ray L. Margus	Jackson Osburn, Jr.
Laurie Jensen	H. B. Cornell	Jack Schelken
Noel Ramsland	Best Wade	Rud Rupp
O. S. Jett	Harry Brot	E. Catharine Daguerre
Robin Stinson	Monale Milner	Mary McEwen
James H. Whitcomb	Flo Lavin	Carmela Martuccio
Harry E. Bergh	Dick Mobner	Nellie Goodale
Gail B. Thompson	Bryan Beckley	Mary Schmitz
Don Cameron	Harold N. Linacre	Bessie Phillips
Harry Barber	Laurence Crossley	C. D. Wright
Frank L. Zupel	Margaret C. Taylor	Dale B. Dorothy
A. W. Shore	W. Goddard	June V. Weintraub
H. M. Schuman, M.D.	Wm L. Linnert	James J. Campbell
Norman J. Williams	Karl Little	H. J. Gentry
Judy Scales	H. Foster	Adron O. Blackman
Howard T. Brown	Carl O. Stube	Jack R. Young
Paul M. Ryan	Geo. E. Dore	E. J. Newman
	Stuart Pickering	

Congratulations To *THE DESERT SUN*



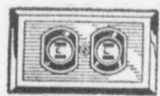
**On
Its
20th
Year**

IT GIVES US PLEASURE to congratulate The Desert Sun on the twentieth anniversary of its founding.

The Sun has been a pioneer in California desert journalism. Its founders had a vision of great things to come. They started The Desert Sun, when Palm Springs was a very small winter resort village. Few people had the hardihood to predict then that the community would become one of the most famous desert winter resorts in the United States.

At the start of 20 years The Desert Sun publishers are to be congratulated upon their progressiveness and their faith in greater things to come.

This Company was also started by pioneers of vision, who saw great possibilities in the future of electric power development in the desert areas east of the Sierra Nevada mountains in California and is also seeing some of the dreams of its founders come true in the development of such cities as Palm Springs.



CALIFORNIA Electric Power Co.

FRANCIS CROCKER, District Manager

S & M VENETIAN BLIND CO.

591 Center St.
Higrove, California

MANUFACTURERS OF WOOD, STEEL,
& ALUMINUM BLINDS

Repairs — Installation — Cleaning
PHONE RIVERSIDE 5615

'Pop' Shannon Said It in Type Back in 1928

It was on a hot day in 1928 and The Desert Sun was about a year old when a gentleman walked into the office at 290 North Palm Canyon Drive (where it then was) and said:
"I want to subscribe for a year."

Those were the words Carl Barkow, publisher, liked to hear. So he hastened with pad and paper and said:

"Thanks, your name, please?" Instead of answering, the caller walked over to a case of type and expertly set up (sticked it as they say in composing rooms) the name:

FRANK V. SHANNON.
For that's who it was.

PALM SPRINGS, CALIF
Friday, August 16, 1946

The Desert Sun—7

Later to become the second mayor of Palm Springs, Mr. Shannon started reading The Sun before it was a year old and in a letter received this week, said he had been reading it ever since.

SURVEYS

Licensed Land Surveyor
Lot Surveys — Subdivisions
Acreage — Contour Maps

**G. K. (Jerry)
Sanborn**

Box 1293, Palm Springs
Telephone 5931

★

Hotel del Tahquitz
PALM SPRINGS CALIFORNIA

**RELAX AND SUNLAZE
AT THE DEL TAHQUITZ**

• • •

**SWIMMING—TENNIS
BADMINTON—ETC.
AIR-CONDITIONED
EUROPEAN PLAN**

★

CONGRATULATIONS

to the

Desert Sun!

HERE'S TO ANOTHER
20 YEARS OF SUCCESS

Wright & Leonard

Ornamental Trees — Housemoving

Telephone 3803
P. O. Box 25
Palm Springs

Now Moving Large Ornamental Trees and Palms

CONGRATULATIONS

— DESERT SUN —

FUNDERBURG ELECTRIC CO.

ELECTRICAL CONTRACTING — REPAIRING — MAINTENANCE
415 North Palm Canyon Drive Phone 4422

Another year is another jewel
in your crown of progress; long
may it sparkle in the "Sun"!

DESERT PALM ESTATES

"Where the Sun Lingers Longer"

Paul B. Belding, President

Letters of Congratulation

MORE ABOUT . . .

wheels oiled. Some of us appreciate it hasn't been easy.

"But best of all we have watched you rigidly cling to your ideals and your philosophy, substituting no expediency or sacrificing principles in which you believed. Whether or not they were always agreed with, your policies editorialized, surely the sincerity commanded respect and the logic was usually impelling. In the disturbing economic and social chaos the intellectual honesty of your editorials has stood out as a reassuring buoy.

"Sincerely yours,
CHARLES DOYLE"

Former jurist and twice elected mayor of Los Angeles comes forth with a bow in the direction of the Desert Sun:

"Mr. Carl Barkow, Publisher
The Desert Sun
Palm Springs, California.

"Dear Mr. Barkow:

"Congratulations!

"The Desert Sun's twentieth anniversary of publication is as an important day to us here in Los Angeles as it is to you in Palm Springs.

"It has been a pleasure to

watch Palm Springs' pioneer newspaper grow in stature, step-by-step with the city you represent. I know that the years to come will bring you even greater progress and success. Good luck.

"Sincerely,
FLETCHER BOWRON
Mayor
Mayor"

Chandler, publisher of the Los Angeles Times, gian brother of the Desert Sun, takes time out to drop us a note:

August 7, 1946
(Our 65th Year)

"Mr. Grant Wood, Business Mgr.
The Desert Sun
Palm Springs, California

"Dear Mr. Wood:

"The anniversary of your twentieth year of publishing the Palm Springs Desert Sun is indeed a milestone of progress and future prosperity that it is well to mark.

"The continued growth of Palm Springs with the ever-widening demand for its delightful winter climate, coupled with the far-sighted planning of your civic leaders indeed stamps Palm Springs as a most prominent Southern California city.

"The Desert Sun is an able part of this civic team work.

"You certainly have the continued best wishes of the Los Angeles Times.

"Congratulations!

Very sincerely yours,
NORMAN CHANDLER"

An old subscriber nostalgically recalls the years:

"Dear Carl:

"I read an article in the Desert Sun a few days ago that you would celebrate the start of the 20th year of publishing 'The Sun' by issuing a commemorative number on August 14th, and I want to congratulate you and all the members of your staff for the success you have achieved. I heartily wish you the same success in the years to come.

"While it is a fact, it does not seem possible that it has been about 19 years since I went to your office and subscribed for the Sun. You probably will recall the day I came in and went to a case and started to stick some type. I can still see your look of amazement.

"I am sure the people of Palm Springs have enjoyed reading your paper, and that as the town grows in the future years, the prestige of The Sun will keep apace.

"Sincerely,
FRANK V. SHANNON

WELL CHARGED

A chap, arraigned for assault, was brought before the judge.

Judge: "What is your name, occupation, and what are you charged with?"

Prisoner: "My name is Sparks; I am an electrician, and I'm charged with battery."

Judge (after recovering his equilibrium): "Officer, put this guy in a dry cell."

Deep Sea Fishing

PORT ORANGE
BAIT - RODS - REELS - GALLEY SERVICE
1135 Coast Highway, Newport Beach Phone Beacon 5525
Espada St. Louis Jr. Nobilis Dorabee Sarda-Sarda
Skip-A-Lou J.B. Missawit Josephine
Southern Comfort II Retriever Trade Wind Cyperlurus

MARVIN J. TUTHILL

Official Plumber for

CATHEDRAL CITY

RANCHO MIRAGE

PALM VILLAGE

and

RANCH HOMES

State of California License

P. O. Box 276

Cathedral City

'Everybody Knows Marvin'



—Associates—
GWENDOLYN LANAHAN
ERNIE DUNLEVIE
FRANCIS WILSON
ARTHUR GREENFIELD
482 N. Palm Canyon Dr.
Phone 2226

GREETINGS and BEST WISHES to the DESERT SUN —

AT THE START OF
YOUR 20th YEAR
OF PUBLICATION!

HERE'S to 20 more years of
success — and progress!
— And just as we've been
with you for most of the
past 20 years — so we hope
to be with you for all of
the next 20 years. — The
best of luck!

Muriel E. Fulton



Friday, August 16, 1946, to Friday, August 23, 1946

Village Slows Up Rapid Expansion Rate During War and Puts in Great Contribution to Ultimate Victory

Palm Springs stopped breathing expansion during the four years of World War II and now it is trying desperately to burst its seams. Nevertheless, like most cities and villages it made its contribution to the victory with a good strong heart and not without casualties.

Many of its young men went forth from here to don the uniform of this country's fighting forces. Some of them did not return. Those young men who have returned are back at their old jobs, or have either gone into business or off to school.

And those too old to go or otherwise barred from active service, did their stint at home, furnishing the sinews of war in bonds, Red Cross material and guarding the home front.

CARES FOR WOUNDED

Among the business houses that fell a casualty to the war effort was the El Mirador Hotel, born in great splendor almost 20 years ago. It became the Torney General Hospital where thousands of our sick and wounded were restored to good health. The La Paz and several smaller hotels were taken over by Uncle Sam to house his war workers who toiled at either the Torney General or the Army Air Base.

Now both Torney General and the Air Base have been abandoned by the government. At the air field thousands of young men learned how to fly the military airplanes of the world. It was the duty of these airmen to fly these ships from here to the four cor-

ners of the globe where Uncle Sam's nephews were fighting and dying. These airplanes were either delivered to fighting pilots or the huge cargo ships that flew from here, delivered into their hands the wherewithal to continue the fight until victory was won.

TO REVERT BACK

Soon the property of the Torney General Hospital will revert to either private parties or to the city, to be converted into a civic center. The airport will, in the opinion of many, revert back to the city which in turn will lease it to some private individual or corporation to be operated as a municipal airport for Palm Springs.

For civic good, two major events occurred. One was the organization of a Community Hospital Association which will ultimately give Palm Springs a modern hospital. Meanwhile, no less modern than the best equipped hospital, is the one being operated in Ward B of the Torney General Hospital. Already this temporary installation of the Community Hospital is credited with

Letters of Congratulation

President E. A. Davis of the Newspaper Publishers Association writes a glowing tribute:

"Dear Mr. Barkow:
Palm Springs Desert Sun
Palm Springs, California
"Dear Mr. Barkow:
"Congratulations on the 20 years of continuous publication enjoyed by the Desert Sun.

"It is a tribute to a publisher when a newspaper has endured through all the obstacles which face the newspaper industry every day, every week, every month, and every year. Your record is outstanding.

"We hope that the Desert Sun under your publishership will endure many more years.

"Sincerely,
E. A. DAVIS
President,
C. N. P. A., Inc."

A dyed-in-the-wool Republican Mrs. Ethel Gillett Whitehorn, well known columnist, gives us faith for the next 20 years:

"Dear Mr. Graettinger:
"Many events of great magnitude have occurred in our Nation and State of California since that August 9th, 1926, when the Desert Sun started on its quest to make thousands of sterling friends throughout America. Please accept my hearty congratulations for never permitting the Sun to

saving many lives during its short existence.

DREAM COMES TRUE

This year also saw the nebulous dream of a tramway from the floor of the desert to the top of San Jacinto become a reality—at least on paper. Engineers have been working for more than three months laying out the route the tramway will follow. Construction will without a doubt start before this year is gone.

Like an echo of the past, and each season for more than 20 years this phrase has been heard: "Palm Springs is growing, growing, growing..."

lose its optimistic outlook on life. May the next twenty years be as bright and happy for the newspaper everybody admires and respects as were the past two decades.

"With best wishes always to you and Mr. Barkow,
Ethel Gillett Whitehorn"

Earl Coffman, who likes the Desert Sun so much he would like to enjoy it at least twice a week:

"Mr. R. F. Graettinger,
The Desert Sun,
Palm Springs, Calif.

"Dear Phat:
"I wish to take this opportunity to compliment you on the fine job you have done as editor of The Desert Sun. The paper has real reader interest and I am sure that demand will soon make it necessary for you to publish it at least twice weekly.

"With kindest personal regards,
Sincerely yours,
EARL COFFMAN"

This Year, As In 1927, Let's Say: "This Isn't Hot"

Villagers should not squawk about the weather this past week.

August 9, 1927, the Desert Sun reported that it wasn't so hot in the Village that week. On Wednesday, August, 7, 1927, the thermometer reached a high of only 119. Then to make the people feel cool by comparison, the reporter writes:

"The highest temperature recorded since the government thermometer was installed, was 132 degrees during the summer of 1925.

(Phat Graettinger passed up his chance to pop corn on the sidewalks of Palm Springs that day.)

Recapture the Silhouette of Youth . . .

BENEFICIAL RESULTS ASSURED
NO TEDIOUS EXERCISES
NO EFFORT OR STRAIN
NO DRUGS OR ELECTRICITY



Stauffer System

MYRTLE M. SHEPARD
3598 Tenth Street
RIVERSIDE

OPEN
9 A.M.
till
9 P.M.
PHONE
2510

CONGRATULATIONS TO THE DESERT SUN AT THE START OF IT'S 20TH YEAR



RANCHO MIRAGE

DAVID F. CULVER and A. RONALD BUTTON

Owners & Developers

Los Angeles — TRinity 1173 or HIlside 2121

DON CAMERON — Resident Manager

Palm Springs 8711

"OPEN ALL SUMMER"



Desert Sun Spots of 20 Years Ago ...

Continued from Page 3, Section 1

KENNELS TO CONGRESS

December 9, 1927: The owner of the Wanderend Ranch, located in Banning, is now advertising in the Desert Sun. He wants to sell dogs, any kind of a canine, but mostly scotties, chows, dachshunds, Cairns, Sealies and Chows. Good breed, too, his ad said. You know him and I know him as John P. Phillips, congressman representing this congressional district and now up for re-election in a run-off fight. From kennels to congress!

Buyers in the Las Palmas estates, site of many palatial homes in Palm Springs, are beginning to move now. Home sites must have sold for about \$1,000 to no more than \$3,000 20 years ago. Try and buy one today for less than \$9,000 if you are lucky. On December 9, 1927, Cree and Chaffey reported the sale of a home site to Mrs. Malinda Woodworth of Riverside and Miss Louise Cruse of San Diego. It was this week that Mrs. Cynthia

Bunker came home from Arizona and a local writer by the name of Earl Soudant spoke about his trip to Tahiti.

ATTRACTIVE ROOMS

December 9, the Palm Springs Hotel has started to advertise in the Desert Sun. Attractive rooms, the ad read, at moderate prices, and was signed by Mrs. George Foldsy. Monte Blue, idol of the day 20 years ago, was resting from a trying schedule in Hollywood. He is reported staying at the Desert Inn. Judge Matt I. Sullivan, noted jurist of San Francisco, purchased a home here. M. Herman Brill, founder of the St. Louis Car Manufacturing company, died that week of a heart ailment. He had just completed the construction of a \$35,000 home. A dance to raise money for the Palm Springs school house was to be held on the following Saturday.

December 16, the Sun reported that Mr. and Mrs. Ed Bunker

came down from their ranch near Idyllwild. They had to return on horseback. The roads were closed with a 12-inch snowfall. People were really rugged in those days, eh?

The first display ad announcing the opening of the El Mirador appeared in the Desert Sun. The copy began: "Sun moon and stars creep by on tip-toe." A million dollar hotel in the very heart of the desert. The ad asked that people write for reservation to E. B. Edmonds and E. P. Severcool.

SCHOOL DAYS

Friday, December 23: Aviators will operate the El Mirador hotel and a 48-passenger bus will carry Palm Springs high school students to Banning, for school each day.

Floyd Bigley, young man of Banning and now employed at Palm Springs, miraculously escaped serious injury Monday when his coupe collided with a small car driven by a Mexican on the highway near Palm Springs. His car, that is Bigley's, was a total wreck and had to be hauled into the Bunker's Garage. His friends were glad Mr. Bigley escaped with his life.

December 30: The largest hotel ever erected on the American desert opened its doors today.

QUAINT PALM SPRINGS

Another story called Palm Springs quaint in this way: Christmas Eve was an eventful time in Quaint Palm Springs. The young people of the Community church climbed the mountain side to the site of a cross, carrying lighted candles. Irving Berlin, world famous composer of popular songs was a guest at the Desert Inn accompanied by his wife, the former Miss Mackay, daughter of the president of Mackay Telegraph company.

And on that day, December 30, 1927, two inches of rain fell. The El Mirador opened its doors and that last edition of the Desert Sun for that year had come off the press—on time as the years will show it did each Friday unto the present Fridays that roll the calendar around in 1946.

**Liquors
Wines
& Beers**

**Youngs Amado
Liquor Store**
127 E. Amado Rd.
Phone 5241

HEAR



the Song of Birds

You can eliminate the dim shadows of your hearing with the new Telex 22.

This revolutionary one-piece unit (no separate battery pack) provides a frequency range of almost SIX OCTAVES.

Once again you can hear concerts, lectures, your favorite music, sermons, familiar everyday sounds . . . conveniently and effortlessly.

Arrange for a FREE hearing test and fitting and discover for yourself the many unique advantages of the Telex 22.

CALL

TELEX

HEARING CENTER

3638 Main St., Mission Inn Bldg.
RIVERSIDE, CALIFORNIA

HEARING AT ITS BEST

CONTACT US NOW
FORSUBDIVISION DESIGN—
LAND SURVEYINGK. IRVING MARSHALL
Civil and Structural EngineerTelephone 0127
3972 Main Street
Riverside, California
Riverside Engineering Co.

Anybody Can Use Classified Ads — Smart People Do!

In your planning, specify a  gas range

Indian summer or just honest-to-goodness hot weather—neither is pleasant in a warm kitchen. That's one good reason you'll enjoy a CP gas range. Ovens are insulated to keep the heat inside—right where it belongs. Yes, and the extra-heavy oven insulation means less heat wasted, more money saved. As for the cake, it comes out evenly browned all over. For your modern gas range gives uniform oven circulation. You'll be a happier home manager, you'll enjoy happier cooking, with the flame-perfect Certified Performance of a CP gas range.

Cleaner kitchen, too! CP gas ranges have smokeless broilers—instantly adjustable top burners to prevent boilovers—easy-to-clean porcelain enamel finish.

Bake, broil—both at once in a CP gas range with separate broiler! No need to wait till potatoes or biscuits are baked before putting the steak in the broiler.

Ever tried a real griddle? Flame heat is spread evenly under the griddle—a built-in feature with many CP gas ranges. What a boon to pancake making!

And remember—Flame perfect gas cookery is the most economical of all modern methods—welcome relief when so many prices are soaring.



SOUTHERN CALIFORNIA GAS COMPANY

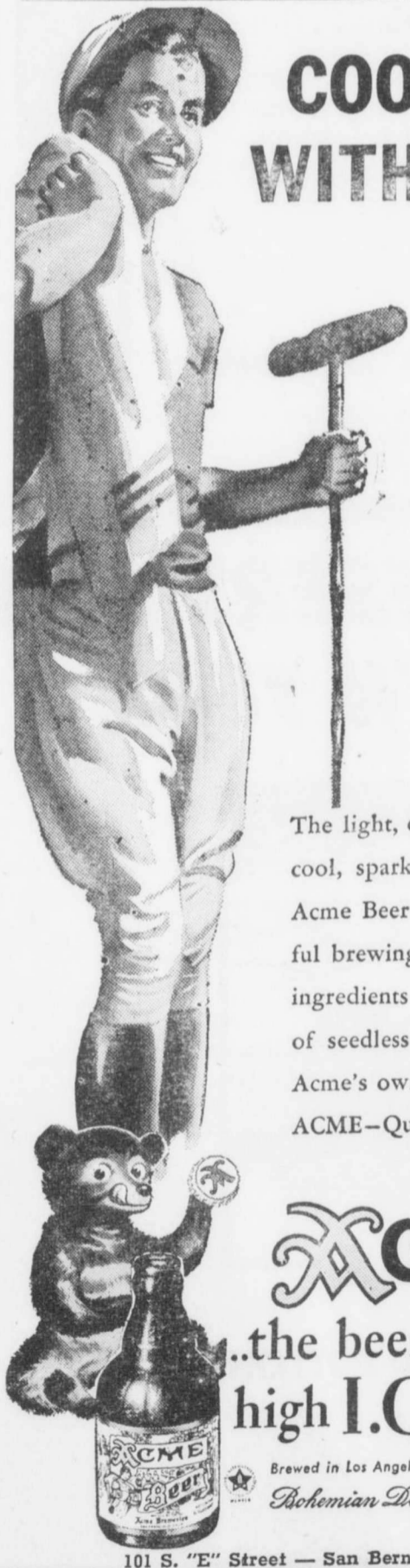
MODERN, ECONOMICAL
FLAME-PERFECTGAS COOL OFF
WITH ACME

The light, dry quality . . . the cool, sparkling goodness of Acme Beer comes from skillful brewing plus more costly ingredients such as the finest of seedless hops picked on Acme's own ranch. Yes, with ACME—Quality Wins Again!

ACME

..the beer with the
high I.Q. (It Quenches!)Brewed in Los Angeles by ACME BREWING CO.
Bohemian Distributing Company

101 S. "E" Street — San Bernardino, Calif.



This Office Will Be
Open All Summer
To Serve You.

RAYMOND CREE

Realtor Since 1921
Associates

ANTHONY BURKE
JACQUES CROMMELIN
WILLARD GEIB

285 N. Palm Canyon Drive
Phone 8444

**The Sun, Like
The Village, Has
Grown Says Tony**

Tony Biavaschi, on the staff at Hatchett's Market, has a special interest in the birthday of The Desert Sun. When he read No. 1, Vol. XX, out last Friday he said that he, too, was starting The Sun's twentieth year.

I bought the first issue of The Sun, No. 1, Vol. 1, back in 1927 and I think I've read every single issue between that time and now.

"Just like Palm Springs, The Sun has grown. Neither the Village nor The Sun look like they did when that first issue came out."

**Shorts Started
In Palm Springs
To Cheat Heat**

Did you know that shorts—for desert wear and now general wherever it's hot—originated in Palm Springs?

It's a fact. Tony Burke, Villager of long standing, former British army officer at present with Ray Cree's real estate office, started them.

Having been in Egypt for some time, where shorts were the style, he tried to buy some here but couldn't. So he improvised some with materials picked up at Carl G. Lykken's (now Tom Holland's Palm Springs Department store), and it wasn't long before everyone was clamoring for the new style.

NOT HAPPY

A little boy, at school for the first time, was sobbing bitterly. "What's the matter, Willy?" asked the teacher.

"I don't like school and I have to stay here until I'm 14," wailed the lad.

"Don't let that worry you," said the teacher, "I have to stay here until I'm 65."

PALM SPRINGS, CALIF.
Friday, August 16, 1946

The Desert Sun—3

GENERAL



ELECTRIC

COMMERCIAL REFRIGERATION

Desert Refrigeration Co.

Phone 4781

786 N. Palm Canyon Dr.

Eight out of Ten Readers Read Classified Ads

**Best of Luck!
For the Next
20 Years!!**

WE'LL BE GLAD TO CELEBRATE
THAT ONE WITH YOU, TOO—CARL.
— CONGRATULATIONS —

MUNHOLLAND & CO.

Realtor

431 N. Palm Canyon Dr.

MARTHA T. FORWARD

Associate Broker

**Best Wishes — Carl
For Another 20
Successful Years!**

**"Jud" Osburn's
Associated Service**

300 N. Palm Canyon Drive
Telephone 9600

"The Station with Courtesy for a Motto
— and Service for a Specialty"

HOLLER HEALTH BATHS

PHYSIO-THERAPY

TRY VITALIFE ELECTRO-AID NORMALIZ-
ING MASSAGE WITH OSCILLATION —

COLONICS AND SCIENTIFIC REDUCING
TWO MILES WEST OF VILLAGE

Big Bear Lake

Phone Big Bear — 3097

Best Wishes to the Desert Sun

— FROM THE —

Hotel San Jacinto

Opening - October First

MAKE RESERVATIONS EARLY

ANN DUNCAN MANAGER

Los Angeles Examiner

July 30, 1946.

Mr. Carl Barkow, Publisher
The Desert Sun
Palm Springs, California

Dear Mr. Barkow:

Please accept my congratulations on the 20th anniversary of the founding of The Desert Sun. To have published a newspaper during the years in which Palm Springs grew from a desert village to a thriving resort, which is a mecca for vacationers from all over the world, must have been experience.

The newspaper is any community that it is a satisfaction to you a publisher be over the

California Newspaper Publishers Association, Inc.
JOHN B. LONG, General Manager
E. R. Allan, Manager, Los Angeles Office - Tücker 1184
809 Pacific Electric Building, Zone 14, Los Angeles

WARD R. BACON COMPANY OF HAWAII
EQUIPMENT
TELEPHONE BUTTER 0231

Colonial House
Palm Springs, California

July 31st, 1946

Carl Barkow, Publisher,
The Desert Sun,
Palm Springs, California

Dear Mr. Barkow:

Please accept our heartiest congratulations on the celebration of your Twentieth Anniversary.

We can only say that the Desert Sun fulfills all the requirements of a community such as ours. Your paper is newswy, clean and a worthwhile asset to the city of Palm Springs.

Hoping to be with you when you celebrate your Twentieth Anniversary.

United States Post Office
PALM SPRINGS, CALIF.
July 31st 1946

Mr. Carl Barkow,
The Desert Sun,
Palm Springs, Calif.

Dear Carl:

On the occasion of the beginning of the 20th year of publication of the Desert Sun, I want to extend congratulations to you and your efficient staff.

I am sure that the following information obtained from the files of this office will be of interest to your constant readers and also serve to indicate your determination to give Palm Springs its first newspaper.

In your statement of mailing of the first issue on August 5th 1927 you claim to have printed 400 copies of the paper, that you had 90 paid subscriptions, mailed 20 copies to advertisers, 25 copies to exchanges and that you sold over the counter 205 copies.

Now Carl, this statement of mailing indicates to me that inflation in Palm Springs commenced with the first issue of the Desert Sun but since this popular paper has become such an important part of Palm Springs you probably won't mind telling us who the 90 paid subscribers were, who gave you 20 adds and over what counter you sold 205 copies. That information would be news.

With my very best wishes for your continued success,

Sincerely,

Richard L. McGann
R. L. McGann
Postmaster



EARL WARREN
GOVERNOR

State of California
GOVERNOR'S OFFICE
SACRAMENTO 14
July 30, 1946

Mr. Carl Barkow, Publisher
"The Desert Sun"
Palm Springs, California

Dear Mr. Barkow:

It has come to my attention that the "Palm Springs Desert Sun" will start its twentieth year of publication on August 9, and I desire to extend my congratulations to you.

No more important service is rendered to the communities of our State than that of the newspapers of California. They stimulate community development, encourage the development of leadership, and keep the most complete of all records of local events.

I know that you and your associates find great satisfaction in your task, and I wish for you a deserving generous share in the future.

Sincerely,

Earl Warren

MAJOR ROBERT RANSOM, Realtor

MR. CARL BARKOW, Publisher

TRICT
TELEPHONE 2232

HOME ADDRESS
RURAL ROUTE 1 BOX 18
COLUMBIA STREET AT STREET DRIVE
HEMET CALIFORNIA
SACRAMENTO ADDRESS
STATE CAPITOL
ZONE 14

NELSON S. DILWORTH
SENATOR FOR FIFTEENTH COUNTY
THIRTY-SEVENTH DISTRICT
The Chairman
COMMITTEE ON MILITARY AND VETERANS AFFAIRS

California Senate
California Legislature
Sacramento, California
July 26, 1946.

DESERT SCHOOL
PALM SPRINGS - CALIFORNIA 538
KATHERINE FINCHY
SUPERINTENDENT
JULY 21, 1946

Carl Barkow,
The Desert Sun,
Palm Springs

Dear Carl:
Completing my memory server as a distinguished service to the community of twenty years of the Desert Sun. You have an isolated desert town with no facilities to active facilities to a sincere devotion.

Our Lady of Solitude Church
Palm Springs, California

30 July 1946

Desert Sun
Palm Springs,
California

Wood:

pleasure for me to congratulate the Sun on its anniversary. The good job done in this community in the past and it will be called upon to do in the future. Keeping abreast with the growth and development of Palm Springs is a considerable one and merits enthusiastic support of the village. We well in your work-- a work which is a contribution to the life and spirit of Palm Springs.

Sincerely,

Francis L. McGann
(Rev.) Francis L. McGann, O.S.B.
Pastor

satisfactory score
activities of
regards

Sincerely yours,
Richard L. McGann
for The Desert School

Congress of the United States
House of Representatives
Washington, D. C.

July 29, 1946

Mr. Carl Barkow
The Desert Sun
Palm Springs, Calif.

Dear Carl:

I think you know how glad I am to send my congratulations to you and to Harold and to Grant Wood and to the entire staff of The Desert Sun on the occasion of its 20th anniversary.

I have known you and many others of the staff for these 20 years and I also have known of the hard work which has gone into the Sun. The results have justified that work, and I am sure they are gratifying to you all as they are to your subscribers in every state of the nation.

You have my best wishes for at least another 20 years' success.

Sincerely yours,

[Handwritten signature]

Sentinel Radio Corporation
EVANSTON, ILLINOIS
FOR STATION TIME IN YOUR HOME...
July 31, 1946

*Anniversary, mess
July 30/1946*

*I best wishes
are going*

FRANCIS F. CROCKER

Palm Springs, California
July 30, 1946

pleasure that I offer my
of the publication of

rest deal of
years in
'ch have
this

"Sun" has always been the leader in the progress
of Palm Springs.
Congratulations on your 20th anniversary;
is a privilege to join your host of friends in wishing you
your publication continuing success and prosperity.

Sincerely
MUNHOLLAND & COMPANY
By *[Signature]*
G.G. Munholland.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, Ltd
QUARTERS: BANKERS BUILDING, 629 SOUTH HILL STREET, LOS ANGELES 14, CALIFORNIA

DIRECTOR: W. KEITH
FIRST VICE-PRESIDENT: HAROLD W. TUTTLE
SECOND VICE-PRESIDENT: REESE TAYLOR
TREASURER: FORTNER BRICK
SECRETARY: DON FIDMANS

July 31, 1946

Mr. Carl Barkow, Publisher
The Desert Sun,
Palm Springs, California.

Southern Pacific Company
610 SOUTH MAIN STREET, LOS ANGELES 14, CALIFORNIA
TELEPHONE MICHIGAN 6161

July 29, 1946.

Mr. Carl Barkow
Publisher, DESERT SUN,
Palm Springs, California.

Dear Carl:

You are about to celebrate the twentieth anniversary of the DESERT SUN. Twenty years is a long span of time in any league and when I think of the Palm Springs of twenty years ago and America's Foremost Desert Resort of today, I see the career of the DESERT SUN indelibly entwined with the career of the Palm Springs. I say "us" because I've us through gone and the happened, the stood beside come and the happened, the because I've us through gone and the happened, the little city say that you that I've been one of you. The Village. that we used to caressingly speak of as come a long way. The DESERT SUN and The Village have

With all your celebration, I know you will not neglect the award of merit and appreciation due the ones currently, with the able help of the Barkows, making the DESERT SUN the newspaper that it is today. I am thinking of a couple of fellows whose names are "Phat" Grattinger and Grant Wood.

What I am getting at is that I want to congratulate all of you on the twentieth anniversary of the DESERT SUN.

Cordially yours,

[Handwritten signature]

STATION SYSTEM

*Sincerely,
Harold Stakes
Pres. Palm Springs Lion Club*

people of your community (frequently including our own residents who vacation there) should appreciate the splendid coverage given by The Desert Sun in a crisp, newsy manner in which your columns are

access to you as you continue to grow and prosper a great and popular resort community.

Sincerely yours,

[Handwritten signature]
R. J. Miller, Jr., Pub.

*Calif
1946*

*Twenty
does fly
a daily
fore many
may your
continue to
od, clean and
it sun for
then to read
and I see
Jeddie Bunker*

815-142
graving
ILLINOIS

YOU CAN'T STOP TIME OR PROGRESS



AND
20 YEARS
IS A
LONG
TIME —
— BUT —

We've Come
A LONG WAY
TOGETHER--- Carl!

and Congratulations to your

DESERT SUN

ON THE START OF YOUR 20th YEAR OF PUBLICATION

Palm Springs Theatres

Earle C. Strebe

LAKE TAHOE'S *finest* ESTATE IS FOR SALE

VIKING CASTLE ON EMERALD BAY and FANNETTE ISLAND

ESTATE OF THE LATE
LORA JOSEPHINE KNIGHT



INCLUDED ARE 200 ACRES OF TIMBER, 6 BUILDINGS AND STABLES - BOATHOUSE, MODERNIZED CASTLE, ISLAND BEACH and COMPLETE PRIVACY.

THIS magnificent estate is soon to be sold by the executors. Vikingsholm was built in 1929 by craftsmen from Scandinavia, to specifications taken from actual old Viking castles, dragon ships, forts and dwellings. It has been featured in art and architectural magazines for its beauty, authenticity and comfort. Timbers were hewn and carved on the job; iron and stone work wrought on the site by "old country artisans." The result must be seen to be appreciated. The walls, ceiling beams, door frames, etc. are hand-carved. The roofs are hand-split shakes, peeled pole

and live, growing sod! Exterior walls are variously of stone, adze-hewn 14x14 timbers or peeled log. Even much of the furniture is a hand-made reproduction of that of the ancient Norse queens. The property includes most of the beach and shoreline of Emerald Bay and 200 acres of pines ranging back to and high above the highway. It has complete privacy and peace and quiet with its own paved road, boat channel, island boathouse, castle, guest houses, stable and other buildings. The entire estate, including furnishings and equipment, is to be sold.

FOR PARTICULARS PLEASE WRITE—

Kenneth Thomas, Executor
P. O. Box 1431, Reno, Nevada
Phone Reno 5683 or 23551

Greetings and Best Wishes To The DESERT SUN At The Start Of Your 20th Year



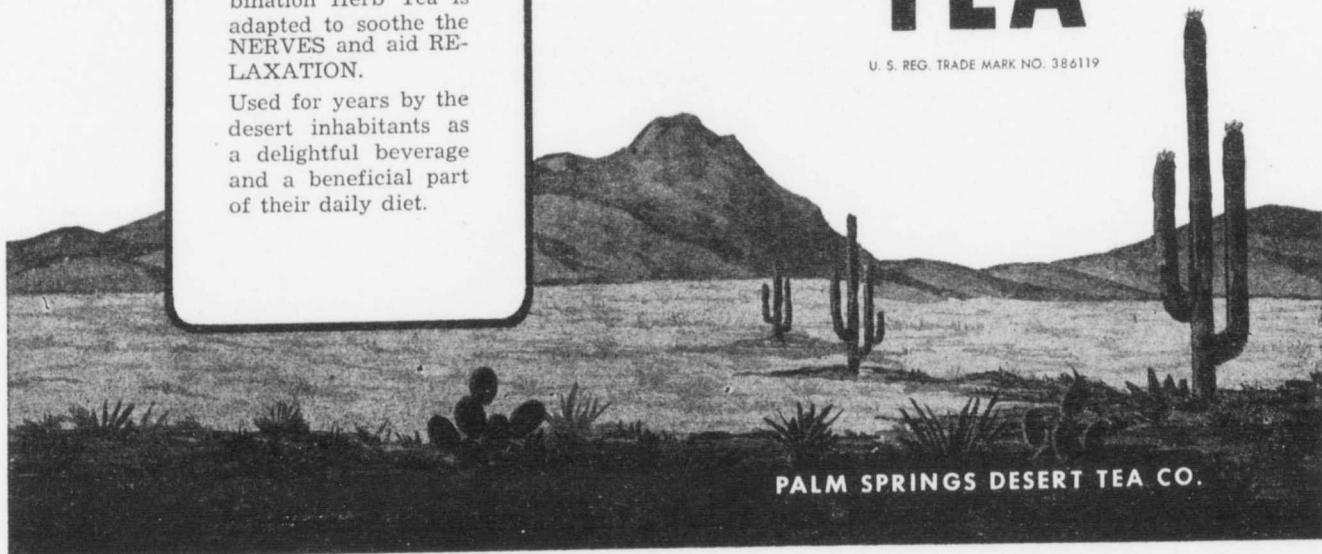
PALM SPRINGS DESERT MYSTERY TEA

is made from natural Sun-dried Herbs; in which the male and female herbs are scientifically blended. This nourishing combination Herb Tea is adapted to soothe the NERVES and aid RELAXATION.

Used for years by the desert inhabitants as a delightful beverage and a beneficial part of their daily diet.

PALM SPRINGS DESERT MYSTERY TEA

U. S. REG. TRADE MARK NO. 386119



PALM SPRINGS DESERT TEA CO.

From

Palm Springs' Desert Tea Co.

— Lawrence Crossley —

Palm Springs Desert Tea is celebrated, too. It too, is an old desert favorite. Known for centuries by the Indians of Palm Springs and this area—it is now being "discovered" by the new arrivals—and enjoyed by all. It's healthful and delicious—and as an "iced" tea is

zestful and satisfying. As a "kooler-mix"—it offers a new sensation in summer drinks. Use your own favorite drink—added to this "kooler-mix"—and you'll be thrilled with its satisfying, cooling, delicious flavor. Try it!

Sold at the Desert Garden Date Shop and Hatchett's Market

Third Section



Friday, August 16, 1946, to Friday, August 23, 1946

SPOTS

Before Your Eyes
By BILL RASHALL

(Written as of January, 1956)

(Bill Rashall, Wild Bill, that is, who writes "Spots Before Your Eyes" in The Desert Sun weekly, grows prophetic on this week's column. You'll note he has dated it January, 1956. If he's around then—and you are—you might check up and if he's wrong, call him on this.—Editor's note.)

With the end of World War II the growth of Palm Springs during the ensuing ten years has been more than phenomenal.

The business section of the city since 1946 has spread solidly almost, to the very edge of the road that winds up toward the take-off point of the tramway cars for Mt. San Jacinto.

South, beautiful homes can be seen one after the other almost all the way to La Quinta. Rancho Mirage and Palm Village has blossomed out like a desert flower after a refreshing rain.

The roadway has been widened to accommodate the heavy traffic to and from the business section of Palm Springs. At night there is a glittering flow of automobile lights as they come gliding into the city. The show houses, night clubs and cafes are doing a brisk business. This season will by far overshadow any

other season in the history of Palm Springs.

LURE OF PARK

A never-ending attraction for visitors from all over the country is the San Jacinto Winter Park Tramway. Although many winter sports enthusiasts find the Long Valley something "out of this world" for skiing and other athletics, many tourists, winter residents, and all-year-around Villagers find the park at the top of Mt. San Jacinto a lure they are unable to resist.

During the days just before Christmas and on that day itself, many easterners made the trip to the winter park to satisfy a nostalgic yearning for snow at that time of the year—a white Christmas.

It is estimated that the population of Palm Springs during the 1960 census will show that close to 50,000 people live here during the greater portion of the year.

PARKING STILL PROBLEM

Although Palm Canyon Drive has been considerably widened there is agitation in city council to keep the parking of automobiles off the city's main street during the business day.

Nate Milnor's home above the golf course no longer sits in solitary splendor overlooking the city. There are beautiful mansions, many of them above and to the right and left of his palatial home.

An hour does not pass throughout the day or night when the giant wings of a rocket propelled airship can be heard swooshing through the air to land at the municipal airport. There a con-

stant stream of people debark, some from London, China, Australia; but most of them from the four corners of this country. The flight from New York City to Palm Springs has been reduced to five hours and easterners who several years ago went to Florida now find it an easy "hop" to this city.

LISTEN TO THIS!

The Desert Sun, on becoming a daily newspaper five years ago, has just moved into its new four-story building. Residents here are being furnished with the latest news of the day.

Next week the winter sports tournament will come to Palm Springs again. Ski experts from all over the world have begun to assemble for the contests.

Will there ever be enough hotels in this city to take care of the people who want to come here? The Chamber of Commerce is doing too good a job. Most people complain they can't get a room in town for love or money. They travel 20 miles a day to and from the down-town section of

the city.

Earl Strebe is contemplating the erection of another luxurious motion picture palace at Rancho Mirage.

Grant Wood is trying to twist himself into a position so that he

can kick himself properly. The lot he was offered at \$2,000 two miles east of the airport sold yesterday at \$4,500.

And Phat is looking for a larger place so he can accommodate his grandchildren.

Exquisite Fur Beauty



Buy your new fur coat early, and be assured of the finest selection. Never before have styles been so luxurious and beautiful. We offer the finest quality pelts, combined with master craftsmanship.

Buy now and take advantage of our convenient LAY-A-WAY PLAN.

PAUL M. CESNAK

FURRIER
Since 1927

337 BASE LINE

SAN BERNARDINO

Deep Water Well Drilling

Heavy Rotary Rig —
Depths to 2500 Feet

Rig and Superintendent now drilling Water Well Bullock's new store location, Palm Springs.

**Camay Drilling
Co.**

215 W. 7th St.
Los Angeles 14, Calif.
Michigan 3613
Nite Phone SYcamore 45132

Congratulations DESERT SUN

On The Start Of Your 20th. Season



WE, TOO, CAN CELEBRATE — FOR THIS STORE NOW ENTERS ON ITS 32nd YEAR OF SERVICE OF — FOR — AND TO PALM SPRINGS!

Sincerely —

Tom Holland

— Your All-Year-'Round Store —

Congratulations From RADIOASIS

Best Wishes for Continued Success from

— CO-OWNERS —
DICK JOY DON McBAIN

— MANAGER —
CLINTON JONES

— SALES MANAGER —
GEORGE IRWIN

— STAFF MEMBERS —
ANNOUNCERS — ROLLY VAILE

SHELDON BREN
WINIFRED BREN

CARSON PINKLEY
BOB JONES

PROMOTION MGR. — RUSS EHRESMAN

SECRETARY — KAY DAVIS



Birthday Greetings — Desert Sun!

1946 marks your twentieth year—KCMJ'S first. We know your two decades of service are as memorable to you as our first is becoming to us. Memorable for our privilege of originating the Frank Sinatra show to the entire Columbia Network . . . for broadcasting the Palm Springs Easter Sunrise Services to CBS throughout the west . . . memorable for being able to provide facilities to more than a score of worthwhile community projects.

But this is only a start! Our one aim is to become as integral a part of America's Foremost Desert Resort as your newspaper has become—and in our medium to bring the best in radio listening and service to the fine people in the range of our signal.

To that end, we of KCMJ—on this, our six months anniversary week—are proud and happy to announce the start of a mutual, exclusive affiliation with you, Desert Sun—as you begin your twentieth year.

1340

THE LIVE SPOT — THE
ONLY SPOT ON YOUR
DIAL FOR QUALITY
LISTENING

KCMJ

RADIOASIS

CBS
AFFILIATE

250 WATTS
FULL TIME

Desire To Keep Palm Springs a Village Was Expressed Away Back in 1920 When J. Smeaton Chase Wrote on the Desert

Campaign To Keep This From Being Just Another Little City Began Seven Years Before There Was an Issue of The Desert Sun

Fearful that too many would discover Palm Springs and make it a city rather than the Village that it was, J. Smeaton Chase, in the second chapter of his book "Our Araby" cries out against the telephone, the race for improvements, rural free delivery, electric light and cement sidewalks. The book was written in 1920!

His words are still echoed today by many of the old timers here, but seemingly in vain. In addition to concrete sidewalks, Palm Springs boasts of paved streets and its own telephone exchange which will soon be enlarged.

Electric lights? The California Electric Power company is straining every sinew to give that service to more and more homes and places of business and August 6, William E. Alworth was in Riverside seeking more financial assistance from the state to repair and improve existing streets and highways.

"A PRETTY WORD"

The following is an excerpt from the second chapter called "The Village" in Chase's book, "Our Araby." Permission to reprint was granted by Mrs. J. S. Chase.

"Village is a pretty word, though ambitious settlements are keen to disclaim the implied rusticity and to graduate into the rank of town or city. Palm Springs has no such aims, and is well content to remain far down the list in census returns. We decline to take part in the race for improvements, and are (so we feel, anyway) wise enough to know when we are well off. Rural free delivery does not entice us; we prefer the daily gathering at the store at mail-time, Indians and whites together, where we can count on catching Miquel or Romualda if we wish to hire a pony or get the washing done. Electric lights are here for those who like them; yet to some of us nothing seems so homelike for the dinner table as shaded candles, or for fireside reading a good herosene lamp; while if we want to call on a neighbor after dark, we find that a lantern sheds light where you need it instead of illuminating mainly the upper air.

NO PHONE NASSLE

"Telephones? No, thanks; we are here to possess our souls and not all day in the open. How do we do that if anybody and everybody who so wishes can jerk us back with a telephone-wire as if we were parrots tied to a perch with a string? Cement sidewalks would be to us a calamity: it may be dusty, but dust is natural and we prefer it. After all, the pepper, or cottonwood-shaded streets of our 'Garden of the Sun' are really only country lanes and who wants a country lane cemented? In fact, a little mistake was made when they were named. Cottonwood Row would have been better than Indian Avenue, and Hot Springs Lane than the commonplace Spring street."

Chase continues more poetic

than ever when he describes a visit to the hot springs:

"The Hot Spring is the outstanding natural feature of our village, though not so natural as when one took one's bath in the rickety cabin which antedated the present solid little bathhouse. However, the spring itself is as natural no doubt, as any time in this five or fifty thousand years; and you may get as weird a sensation in the wards, as bygone generations of Cahuillas have enjoyed.

WITHOUT RISK

"The water, which is just comfortably hot and contains mineral elements which render it remarkably curative, comes up mingled with quantities of very fine sand. You may bask in the clear water on the surface or the pool, or, if you want all the fun you can get for your money, you may lower yourself into the very mouth of the spring where the mixture comes gurgling up. This will yield you (especially at night and by candlelight) a novel and somewhat shuddery experience, though one absolutely without risk; and you will come forth with a sense of fitness and fineness all over, to which only a patent medicine advertisement writer of high attainments, could possibly do justice.

"I for one," Chase continued, "would not wish for better neighbors than our Indians: I should be pleased, indeed, to feel sure that they could say as much for us."

VARIABLE POPULATION

"The white populations," wrote Chase back in 1920, "is variable. In winter and spring, when the 'standing room only' sign hangs out, there may be a total of three hundred or more residents and visitors (the latter much more numerous): in the hot months residents may number a dozen or two and visitors there are none. In the desert phrase, the white have 'gone inside.' (i.e., to the coast an odd turn of speech but one quite appropriate to the point of view to the man of big spaces—'inside' where one is shut in and boxed up. You will understand when you have lived a little while in Our Araby."

BITS OF HISTORY

In Chase's chapter five, "Some Bits of History" he wrote: "For Palm Springs, the 'mists of antiquity' begin no farther back than seventy years or so ago. It may be taken for granted that redmen have lived about the warm spring for a very long period, though there are no archaeological proofs of the fact. If asked for the earliest event in our annals, we can only point doubtfully, to the digging by In-

dians or the original Tahquitz ditch, as to the date of which Big Bill Pablo tells me 'No one knows—maybe hundred years, maybe more, when the priests at the Missions taught the Indian people about how to grow things. (The present stone and cement ditch and pipeline was built by the Indian Irrigation Service in 1911 as an improvement on the

PALM SPRINGS, CALIF
Friday, August 16, 1946

The Desert Sun—3

uncemented rich ditch had been in use for many years previously.

"The time of the coming of the first white man is doubtful, too. It may have been as far back as 1774, when Captain Juan Bautista Anza led the first overland expedition from Sonora to the coast;

but it is not certain. An interesting bit of conjectural evidence exists in the form of a rusty lance-head, found many years ago and now in the possession of Mrs. Austin G. McManus, which may have come from the lanza (Please Turn to Page Six)

Coachella Valley's Largest and Best Equipped

Sheet Metal Works

Is Now Soliciting Work In The Palm Springs Area

ESTIMATES PROMPTLY GIVEN

General Sheet Metal Work

DESERT COOLERS
ELECTRIC MOTORS
FAN BLADES
BLOWERS
PACKING HOUSE WORK
SINKS AND CAFE WORK

AIR CONDITIONING
FUMIGATING SYSTEMS
GEAR GUARDS
ELECTRIC & ACETYLENE
WELDING
STEEL BUILDINGS

Indio Sheet Metal Works

Miles Avenue — Across from Casita Hospital — Indio, California

Phone Indio 77206

JOHN J. STORY, Mgr.

Distinctive Women's Apparel

Designed With an Eye to Smart New Detail!

You will find a diversified selection of styles and colors as you browse through our collection of women's ready-to-wear, including:

Tailored classics designed and proportioned for the taller, longer waisted figure, in gabardines, wools, jersey and crepe.

Excellent choices in junior sizes which are styled and cut for the shorter figure.

Trim, tailored half sizes ranging from 16½ to 24½.

The College Shop

Phone 1110

RIVERSIDE

3638 9th St.

Modernistic

PAINTING AND DECORATING

L. E. JAY

PAINTING CONTRACTOR

In Palm Springs Twenty Years

ON THE JOB ALL SUMMER

689 S. Palm Canyon Drive

Phone 9910 or 5964

ELMER THOMAS, CHAIRMAN
LUTHER K. WHEELER, SECRETARY
JOHN H. BARNHART, ALA.
J. ROBERT E. HARRIS, ILL.
J. L. ELLINGER, LA.
J. W. LUCAS, N.C.
J. STEWART, TEX.
J. CHASE, N. CAROLINA
J. G. BARNETT, TEX.
J. H. HAY, N. C.
M. E. POOL, CLERK
REPRESENTATIVE, ARIZONA
ARTHUR C. CAPP, ILL.
HAROLD D. BARNETT, ILL.
J. ROBERT E. HARRIS, ILL.
J. L. ELLINGER, LA.
J. W. LUCAS, N.C.
J. STEWART, TEX.
J. CHASE, N. CAROLINA
J. G. BARNETT, TEX.
J. H. HAY, N. C.
M. E. POOL, CLERK
REPRESENTATIVE, ARIZONA

United States Senate
COMMITTEE ON
AGRICULTURE AND FORESTRY

30 July 1946

Dear Mr. Barkow:

On August 9th The Desert Sun will start its 20th year in the newspaper publishing business. While this is not long in the history of American journalism, the past two decades have probably been as significant as any in our Nation's history. During that period of time we have seen representative government challenged in Europe and Asia by those who were determined upon making government the master rather than the servant of the people. It is significant that one of the first steps taken by dictators is that of abolishing freedom of the press.

As long as the American press remains free our representative constitutional government will survive. I know that The Desert Sun recognizing the responsibility that a newspaper has, will play its part in maintaining the high traditions of American journalism.

With best regards to you and your associates and with the hope that this will be the first of many such anniversaries, I am

Sincerely yours,

William F. Knowland
United States Senator

Mr. Carl Barkow
Publisher
Desert Sun
Palm Springs

Carl Barkow, Publisher
Desert Sun
Palm Springs, California

Dear Mr. Barkow: It is with much pleasure that I send my congratulations on the beginning of your 20th year publishing the Desert Sun. Although I am no longer Senator of the Palm Springs, I am still interested in the progress of the paper. You have always been so kind as to keep me informed of the progress of the paper. I am glad to hear that you are continuing to grow and prosper. My best wishes for your continued success.

CABLE ADDRESS: BARNERICAL
13044

Bank of America
NATIONAL TRUST ASSOCIATION
Palm Springs Branch

July 30, 1946

Mr. Carl Barkow, Publisher
The Desert Sun
Palm Springs, California

Dear Mr. Barkow:

It is with a great deal of pleasure we offer our heartiest congratulations on your twentieth year in publishing The Desert Sun in Palm Springs.

We know it is a source of satisfaction to you and your staff to publish a newspaper which reflects the tempo and progress of Palm Springs.

May we take this opportunity of extending to you our sincerest wish for your continued success.

Very truly yours,

H. C. WEST
Assistant Cashier

HCW/ee



LOS ANGELES EVENING
FREE PRESS
FRANK F. BARNHAM, PUBLISHER
2 of Los Angeles—First in Circulation and Advertising

LOS ANGELES, CALIF., 16

July 26, 1946

Barkow, Publisher
n
ngs, California

Barkow:

ty years of publishing the Desert have passed very rapidly and agree- m Springs has grown so tremendously period that even those who were so its expansion must have been a little

ations on your anniversary. Am sure next twenty years will see just as nsion in Palm Springs as in the past are, and not only Palm Springs, but is very desirable part of the world -- California.

Sincerely,

William F. Knowland

Welfare and friendly Aid Com.
Palm Springs, California.
August 3, 1946
- Fisher,

PALM SPRINGS BROADCASTING CO.
1340 Kc. 250 W.
BOX KK, PALM SPRINGS, CALIFORNIA

AUG. 1, 1946

arl Barkow, Publish-
ert Sun
rings, Calif.
Barkow:

... give to take this oppor-
... tations on

THE WESTERN UNION TELEGRAPH COMPANY
MANAGER'S OFFICE
PALM SPRINGS, CALIF.
JULY 29, 1946.

ARL BARKOW, PUBLISHER,
ERT SUN,
INGS, CALIF.

KOW:

WITH PLEASURE THAT I CONGRATULATE YOU
BEGINNING OF YOUR TWENTIETH YEAR OF
ING THE DESERT SUN, A FINE NEWSPAPER FOR A FINE
IT IS MY HOPE THAT I MAY CONGRATULATE YOU
AGAIN IN TWENTY YEARS FOR A NEWSPAPER AS SPLENDID AS
IT HAS BEEN IN THE PAST.

SINCERELY,

Dean Woods
MANAGER

The Desert Inn
PALM SPRINGS
CALIFORNIA

July 31, 1946

Mr. Carl Barkow,
c/o THE DESERT SUN
Palm Springs, Calif.

My dear Mr. Barkow:

It has just been called to my attention that the Desert Sun will be soon enter- ing its twentieth year of service to our community. May I take this opportunity to congratulate you on the splendid growth of your paper and also your preservation of the high ideals with which you started. At all times the paper has been a credit to its publishers and to our village.

With all good wishes for your continued success, believe me to be,

Most sincerely,

Nellie M. Coffman
Nellie M. Coffman

HCW:JP

PALM VILLAGE Desert Homes
12 MILES SOUTHEAST
OF PALM SPRINGS
"CAREFREE DESERT LIFE IN A SECLUDED COMMUNITY"
P. O. BOX 80 PALM SPRINGS, CALIFORNIA
July 30, 1946

Mr. Carl Barkow, Publisher
The Desert Sun
Palm Springs, California
Dear Mr. Barkow:

You and your staff are to be congratulated on the fine job the Desert Sun has been doing for the Palm Springs area. You have an excellent news coverage and a wonderful medium for advertisers. May your success continue year by year, and grow, as I know the area you serve will also.

Sincerely yours,
PALM VILLAGE LAND COMPANY
William F. Knowland

E. F. HUTTON & COMPANY
MEMBERS
NEW YORK STOCK EXCHANGE
NEW YORK COTTON EXCHANGE
NEW YORK COFFEE & SUGAR EXCHANGE
NEW YORK FUR EXCHANGE
CHICAGO BOARD OF TRADE
CHICAGO STOCK EXCHANGE
CHICAGO WHEAT EXCHANGE

Palm Springs High School
Palm Springs, California
July 31, 1946

ublisher
ornia

gratulations to you on the start of your
lishing the Palm Springs Desert Sun!
good community newspaper is an asset
to civil-minded citizens. Your paper has
constructive force in the upbuilding of
ould be considerably surprised if the Desert
se to offer a splendid journalistic service
ring the next two decades and become, during
the important dailies of the State of

y sincerely yours,

Ernest Z. Cortel

of your twentieth year of
Palm Springs is an event

as us great pleasure to extend
wishes!

Yours very truly,
Allan H. Cray
Allan H. Cray
Resident Partner

MORE ABOUT . . .

Desire To Keep . . .

of one of that early part of California tourists.

NOT UNTIL 1953

It was not until 1953 that Palm Springs becomes definitely 'of record.' In that year a government survey party under Lieutenant Williamson, having come over the San Geronio Pass, reported arriving at 'two large springs of water rising in the bare plain not far from the mountain. One of these springs was warm and forms a pool nearly thirty feet in diameter and three feet deep. The cold spring is not quite so large, and is only ten feet distant from the other.'

"Twenty years later a definite link with the world was made when our oasis under its Spanish name of Agua Caliente, became a station on the stage-line which, crossing the Colorado River at Ehrenberg, followed approximately the present route for road travel by the way of Mecca and Blythe. The little adobe building on our main street, facing the grounds of the Desert Inn, is dubiously reported to be a relic of the old stage depot.

CERTAIN GROWTH

In the revised edition of "Our Araby" published in 1923 from which all of the above history was quoted the end of the fifth chapter begins indicate that the growth of Palm Springs is almost a certainty.

Writes Chase:

"As for Palm Springs, its history thenceforward needs little telling. It has grown, at first very slowly, lately more rapidly, but always solidly and on its merits. In 1909 the Desert Inn opened its doors, with a standard of hospitality service that might well be taken to signify a new era. (In the year named, our white residents could be counted on one's fingers, with a digit to spare, and winter visitors ran from a dozen to a score. Now—1923—white residents number about a hun-

dred, while our winter population amounts to perhaps four times that figure).

IMPROVEMENTS IN

"With the improvement of roads, a twenty-minute run by auto-stage to Whitewater took the place of the tedious two-hour drive with horses at walking pace to Palm Springs station. It is true that since the first edition of his little book we have succumbed to the electric lights which, with their uninspiring adjunct of poles, poles, poles, formerly we scorned; but on the other hand, by excellent luck, the state highway, which threatened to bring an every increasing roar of automobile travel throughout quiet streets, has been diverted—averted is the better word—to the north side of the valley leaving Palm Springs with no more than its own small quota of traffic racket to put up with."

In Chase's concluding chapter he informs people of the accommodations and conveniences in Palm Springs and how to come there.

"Though Palm Springs is strong for simplicity our visitors need fear no hardships: Indeed our leading hotel is apt to prove a surprise to guests who come with the thought of 'putting up with things.'"

Chase apologizes for advertising the Desert Inn as the leading hotel in town and mentions that less expensive quarters may be found at one or two other places in the village. A number of pleasant small tent-houses are rented by Mrs. L. F. Crocker, and these again are supplemented by a few other houses of various sizes and rates of rental. Inquiries regarding quarters, advised Chase, would be addressed to the Postmaster, who acted in a capacity similar to that of Henry Harper, secretary of the Chamber of Commerce in the year of our Lord 1946.

"To conclude," Chase wrote: "We are well served with stores, possess a neat church, nominally Presbyterian in which services are regularly held (there is also a Roman Catholic church on the Indian Reservation); our school is creditable; we are furnished with the indispensable garage, well appointed; and the services of an excellent physician are always at our disposal except during the very hot months of the year, when the white population is practically nil."

WE HAUL:

● FURNITURE ● LUGGAGE ● MERCHANDISE

In Addition to Trash

TREES TRIMMED & REMOVED

PALM SPRINGS TRANSFER

PHONE 7822 or 5971

P. O. Box 861

Palm Springs

FOR THAT

DELICIOUS STEAK OR CHICKEN DINNER

"ROLL ALONG" TO

The WAGON WHEEL

GEO. S. CASE

RUNNING SPRINGS

"Let's Get 'Up' To Case's" — Meet —

MOM

CIEL

PEGGY

POLLY

MARGE

HAZEL

BETTY

BOB

"DOC"

JOE

CHARLIE

JAKE

MITCH

LES

DANCING

THURSDAY AND SATURDAY NIGHTS

MUSIC NIGHTLY

Hear Mitchell Todd at the Piano-Solovox

"ON THE ROAD TO BIG BEAR"

Sweet Thing: "I didn't accept Jack the first time he proposed."
Catty Thing: "No, dear; you weren't there."

DR. A. A. KILTON
Optometrist

212 Orange St., Redlands
Phone 6132

Los Angeles Daily News

DELIVERY SERVICE
Evening Delivery Only

STUART PICKERING
P. O. Box 1023

BEAUTIFUL Country Home

- 7 ACRE ESTATE
IN BEAUTIFUL
CHERRY VALLEY.

Large home, 7 bedrooms 3 baths, living room, dining room, kitchen, garage. Partly furnished. Family orchard. Beautifully landscaped. Well constructed. Furnace heat. Hardwood floors. Irrigation water rights, on paved county highway. Panoramic view.

See this lovely home today—by calling—

MIKE FLAVIN or
JOHN CHAFFEY

in Harold Hicks office—
Phone 5253—or call Mike
Flavin at Beaumont 536.

LOOK to Greyhound first for



COMPLETE TRAVEL SERVICE

What do you get for your money when you buy a bus ticket? If it's Greyhound, you're getting much more than just a way to go places. For Greyhound service is complete. It begins the minute you enter the depot . . . and stays on the job right to the end of your journey.

Greyhound travel service in all its many forms has continuously set the pace for the entire motor bus industry. It explains why bus travelers everywhere show such an overwhelming preference for Greyhound.

Such service is made up of a lot of things that make a big difference to the fellow who

is doing the traveling . . . reliable information cheerfully given by people who know travel business . . . expert help in planning a short trip or a complete vacation . . . clean, modern depots in handy, downtown locations . . . carefully planned meal and rest stops with good food and up-to-date facilities . . . the world's best drivers, famed equally for courtesy and their ability at the wheel.

Now and tomorrow, you and your community can depend on Greyhound travel service . . . the very best in modern highway transportation.

FOR THE BEST IN BUS SERVICE . . . COUNT ON GREYHOUND

PACIFIC GREYHOUND LINES

OTHER TOWNS, OTHER PAPERS, But For This TOWN....This NEWSPAPER **THE DESERT SUN**



The Desert Sun of Palm Springs is edited, designed, planned, and published wholly for Palm Springs. IT IS YOUR newspaper, its very being is dedicated to serving Palm Springs, first, last, and always. IT IS made-to-order for the Village.

IT IS the ambition and aim of the publishers, editors, advertising managers and all members of the staff to see that Palm Springs gets the news and business stories that interest Palm Springs citizens. IT IS the ambition and aim of The Sun staff to present this information in the most attractive and interesting manner—for, after all, Palm Springs citizens deserve the best.

This applies not only to the comings and goings of Village residents, or home owners here, of citizens in all walks of life—it applies also to the advertisers. The merchants serve you, that's what they are here for, and The Sun is happy to be able to present their message to you. Advertising is a part of the news. It's a part of the community life. It makes for more comfortable living. Your local newspaper—and that is what The Sun is proud to be called—is happy to have the opportunity to tell you the news of the Village and of the merchants who are here to serve you. For a bit of interesting reflection—think of the situation here WITHOUT your home town newspaper to serve you.

During the season 4250 individuals buy The Sun. According to accepted statistics that means 16,000 readers. Even in this so-called "slow summer" season, almost 3,000 are buying The Sun. Based on the same 4-to-1 estimate, this means 12,000 readers are absorbing the home town news and the messages of local business men. Think it over.

SUBSCRIBE NOW TO THE DESERT SUN —

**AND SEND IT TO YOUR FRIENDS. CLIP THE
SUBSCRIPTION BLANK, FILL IN, AND SEND IN,
WITH CHECK ATTACHED . . . OR WE'LL BILL
YOU AT THE END OF THE MONTH. THE SUB-
SCRIPTION RATE IS ONLY \$3.00 PER YEAR. DO
IT TODAY.**

DESERT SUN

P. O. Box 190,
Palm Springs, California.

Sirs:

Kindly send The Desert Sun to the following:

Name
Street Address
City State
Name
Street Address
City State

Check one: ☐ Check Inclosed ☐ Bill Me

Villagers, Here and on Vacation, Write Nice Letters on Anniversary Of Pioneer Village Newspaper, The Sun

Minister Macartney from way up near Seattle takes time out from fishing and working to pen a few words:

Doe Bay, Washington, July 3
My dear Barkow:

My attention is called to the fact that our Desert Sun is celebrating an important anniversary on August 9th.

For ten years of that period it has been my pleasure to see great strides made. From a small country-like publication, it has emerged into a full-grown cosmopolitan newspaper.

It has grown with the growth of our village into a city, and indeed has had much to do with the growth of Palm Springs.

Contributed articles from my own pen I hear from all over the land from coast to coast, so that we know it to be a fact that it is read, every word of it, by everybody, no matter how far they scatter during the summer period.

Up here we await its coming with great eagerness.

Likewise everybody knows and wants to know more about our town of which we are proud and which we all want to see kept on a high plane, free from sordid and cheapening enterprises; a place where our young people may grow up in decency and sobriety, virtue and religion.

The church which I represent, our official board, and workers, all join with me in extending our hearty congratulations and best wishes as you enter upon the second score of years and blossom out into fine new quarters in the Arcade.

As a footnote may I send along these words, written by a school boy back in Kansas. It appeared in our little "Islander":

"I don't know how newspapers got into the world, and I don't think God does, for He never mentioned them in the Bible."

Maybe the editor was one of the fallen angels, for he seems to fall for about everything that people tell him. If the editor makes a mistake folks say he ought to be hung; if a lawyer makes a mistake he appeals the case; when a doctor makes a mistake they say nothing because they don't know Latin, and they couldn't read his writing if they did.

An editor makes a mistake and there is a lot of hollerings, cussing and a libel suit. When a doc-

tor makes one there is a funeral, with flowers and crying and perfect silence.

A doctor can use a word a mile long and it don't make any difference if he knows what it means, for folks will think he is educated while an editor has to be able to spell every word he uses.

If a doctor goes to see another man's wife he charges for the visit, while if the editor goes he gets shot.

Two-thirds of the folks in town

are sore at the editor all the time, either because the paper said something about them they don't like or said something nice about somebody else.

JOHN ROBERTSON
Pastor, Palm Springs
Community Church

Joe: "Have you a book called 'Man the Master of Women?'"

Librarian: "The fiction department is on the other side."

PAINTING and DECORATING

"Small Jobs—
a Specialty"

All Work Guaranteed
30 Years Experience

R. M. DETRICK

P.O. Box 475
Palm Springs

Palm Trees

For Sale — All Sizes
Also Transplanting — Local Hauling

BENNETT BROS.

PHONE 7372

Before 9 A.M. or After 2 P.M.



It's Cool at the Beach But the Greeting Is Warm

AT

JACK LASLEY'S RESTAURANT

5354 East Second Street
LONG BEACH

Belmont Shore — That Is

Why homemakers' husbands have to agree



Typical California homemakers say, "Golden State Cottage Cheese is wonderful!" Want to know why? Well, first we pasteurize fresh, pure milk, and add a special culture prepared in Golden State's own laboratories . . .



Then we cook it with care . . . just a trifle too much heat would make it tough. And there's where skill born of long experience counts. No mechanical gadget can substitute for our expert cheesemaker's artistry.



Our masterly cheesemaker blends in thick, rich cream, too. It's carefully cartoned, and then . . . to make sure that you enjoy it at the peak of perfection . . . we never allow its temperature to exceed 40° as we rush it to you.



It's a nourishing food that cools you on sizzling summer days. It's high in tissue-building protein . . . yet low in heat-generating calories. No wonder typical homemakers' husbands, too, say "It's wonderful!"



Barbara Tate suggests:

COTTAGE CHEESE FRUIT SALAD

Place a mound of Golden State Cottage Cheese on a bed of lettuce, in a colorful salad bowl. Allow four servings per pint of cottage cheese. Arrange attractively around the mound of cheese, any fruits in season or available canned fruits.

Fruits which lend themselves to delectable combinations are: Peach and pear halves; sweet cherries; melon balls—watermelon, cantaloupe, honeydew; loganberries, strawberries, blackberries, plums; apricots; pineapple; orange and grapefruit segments; figs; avocado.

Fruits used in the salad illustrated are pear halves, Bing cherries, pineapple and plums. Two favorite dressings are mayonnaise thinned with fruit juice or French Dressing made with lemon juice and oil.

Better order your Golden State Cottage Cheese today . . . at your grocer's—or have the friendly Golden State milkman deliver it to your door.

GOLDEN STATE COMPANY, LTD.



SAND and
SUNSHINE

with or without homes

MUNKHOLLAND & CO.
Realtors

431

NO. PALM CANYON

Phone 3673



You strike it rich in
Golden State
DAIRY PRODUCTS